

OVERSEAS NEWS

China increases forces inside Vietnam

BY MARK BAKER IN PEKING

VIETNAM claims that more than a battalion of Chinese troops have crossed into its territory in the escalating fighting along the Sino-Vietnamese border. The Chinese force penetrated on Friday a kilometre into Vietnamese territory near Friendship Pass, on the border with China's Guangxi province, Peking said. Chinese reinforcements had crossed the border on Saturday and ground fighting was continuing. The alleged Chinese incursion into Vietnam is the first significant one since the force border war of 1979, in which an estimated 20,000 Chinese soldiers were killed. China has denied the Vietnamese allegation but the latest despatch from Hanoi, the official Chinese news agency, said a detachment of Chinese frontier guards in Yunnan province had hit back at a group of Vietnamese troops, which had crossed into Chinese territory on Thursday, leaving "23 dead and wounded" within four hours. Vietnamese artillery had continued to bombard Chinese positions at 20 places along the border on Thursday and Friday, Hanoi said. "Chinese frontier guards hit back with their big guns, destroying many Vietnamese military installations and killing and wounding a number of Vietnamese soldiers," the agency said. Both China and Vietnam have claimed intensifying artillery attacks by each other since last Monday. The Chinese have acknowledged that their bombardment of Vietnamese border positions is part of a strategy to put pressure on Hanoi over neighbouring Kampuchea.

Prime Minister Prem Tinsulanonda of Thailand left Bangkok yesterday on a six-nation tour that will include a meeting with President Ronald Reagan and discussions about the Vietnamese occupation of neighbouring Kampuchea. Reuter reports from Bangkok. His 20-day trip will also include meetings with leaders of Canada, Denmark, Yugoslavia and West Germany. His trip to Switzerland will focus on discussions with Thai ambassadors to Europe and Africa. Meanwhile, Thai border troops were placed on full alert yesterday opposite an area of Kampuchea where Vietnamese troops and Khmer Rouge guerrillas are engaged in heavy fighting. General Ardit Kammeang, Thailand's Supreme Commander, said. He said the alert was ordered because of the fighting about six miles inside Kampuchea's western province of Rattanakum. The official China Daily newspaper said the attacks were provoked but "the counter-attacks waged by Thailand and China are believed to be the only way to deal with Hanoi's Thai-Kampuchea border. China Daily said in a commentary published on Friday, "The counter-attacks are

necessary small. Hanoi truly expresses a sincere desire to withdraw completely from Kampuchea," it added. Xinhua had said the Chinese attacks were in response to repeated attacks and incursions by Vietnamese troops since the beginning of the year. A number of Chinese civilians had been killed or wounded and extensive damage caused to buildings and agricultural areas, it said. Many Western diplomats are sceptical about the Chinese claims. They believe China, a leading backer of the anti-Vietnamese coalition in Kampuchea, is keen to put further pressure on Vietnam during the dry season offensive near the Thai border. Each April for the past three years China has reported attacking Vietnamese border positions after provocation.

proceeding in response to provocation but "the counter-attacks waged by Thailand and China are believed to be the only way to deal with Hanoi's Thai-Kampuchea border. China Daily said in a commentary published on Friday, "The counter-attacks are

Redemption Notice City of Oslo (Norway) 9% Sinking Fund External Loan Bonds due May 1, 1985

NOTICE IS HEREBY GIVEN, pursuant to Fiscal Agency Agreement dated as of May 1, 1970 under which the above described Bonds were issued, that Citibank, N.A., Fiscal Agent, has selected by lot for redemption on May 1, 1984 through the operation of the Sinking Fund, \$1,853,000 principal amount of said Bonds at the Sinking Fund redemption price of 100% of the principal amount thereof, together with accrued interest to the date fixed for redemption. The serial numbers of the Bonds selected by lot for redemption are as follows:

Table with columns for Bond Number and Serial Number. Includes sub-sections for 'BOND NUMBERS' and 'SERIAL NUMBERS'. Lists various bond identifiers such as 3470 1940 3122 5149 7184, etc.

On May 1, 1984 there will become due and payable upon each Bond selected for redemption the said redemption price, together with interest accrued to the date fixed for redemption. Payment of the redemption price of the Bonds to be redeemed will be made in such coin or currency of the United States of America as at the time of payment is legal tender for the payment of public and private debts thereon, upon presentation and surrender of said Bonds, with all coupons pertaining thereto maturing after the date fixed for redemption, at the Corporate Trust Office of Citibank, N.A., Municipal Bond Processing Window, 20 Exchange Place, 16th Floor, New York, N.Y. 10043 and subject to applicable laws and regulations, at the main offices of Citibank, N.A. in Amsterdam, Brussels, Frankfurt (Main), London, Milan and Paris. Payment at the offices of Citibank, N.A. in Europe referred to above will be made by check drawn upon a bank in New York City or by a transfer to a dollar account maintained by the payee with a bank in New York City. On and after the date fixed for redemption interest on said Bonds will cease to accrue. Coupons due May 1, 1984 should be detached from the Bonds and presented for payment in the usual manner.

For the CITY OF OSLO (NORWAY) CITIBANK, N.A. as Fiscal Agent

April 2, 1984

Metro Machinery Co., Ltd. Bangkok, Thailand. US\$12,000,000 Term Loan Facility. Provided by BNS International (Hong Kong) Limited, Centre Bank National Association, Continental Illinois Bank and Trust Company of Chicago, First Interstate Bank, First Wisconsin National Bank of Milwaukee, National Bank of Canada (Pacific) Limited, Northwest Asia Limited, Westpac Finance Asia Limited. Agent: Norwest Asia Limited. March 1984.

Indian jute strike ends as port hopes rise

By Our Foreign Staff INDIA'S jute dispute ended at the weekend and hopes rose that the country's longest-ever port strike may be coming to a close. But, the violence in the northern state of Punjab continued. The jute strike, also this sector's longest in history, ended on Saturday, ending nearly 22 days of work stoppage. A minimum pay rise of 8% (about \$4.50) per month. The strike, in the eastern state of West Bengal, had shut at least 55 mills for nearly six weeks. Association officials, according to Reuter, said that the industry had lost more than \$2.5bn (£167m) because of the strike. Officials of the four main dockworkers' unions leading the 22-day-old strike held conference weekend talks on Government pay demands but were reported to be reaching a consensus for the 10 major ports in question. One top official was quoted as saying that he hoped to take an "acceptable formula" to the Government. In Punjab, where the Sikh sect is seeking greater religious and economic autonomy, grenade and gun attacks wounded eight Muslims at religious meetings, heightening communal tension, high during Prime Minister Indira Gandhi's absence abroad. Three people were wounded on Sunday in a grenade attack at a Hindu religious meeting, and five were wounded on Saturday night when gunmen fired on another religious gathering. Barchand Singh Longowal, a top Sikh leader, warned that a Sikh-led "war of attrition" would ensue if Government pay demands were not met. In a letter to Mr Prakash Sethi, the Home Affairs Minister, he said: "There is mounting resentment among Sikhs... I am finding it difficult to hold them in check." The continuing troubles in Punjab prompted Mrs Gandhi to curtail her Middle East peace mission on behalf of the 40-member League of Arab States, which she heads. She was scheduled to discuss the Lebanon crisis, the Iran-Iraq war and other issues during a tour of Algeria, Libya, Egypt and Jordan. Mrs Gandhi met the Libyan leader Col Muammar Gaddafi, who said he considered the visit "a good initiative to bring in a new phase of relations between the two countries."

Emir of Bahrain sees UK role in Gulf peace

BAHRAIN-The Emir of Bahrain, Sheikh Isa Bin Salman Al-Khalifa, who begins a four-day state visit to Britain tomorrow, hopes that his talks with British leaders will contribute to a settlement of the Iran-Iraq war. "In our discussions, we hope that we shall be able to formulate new ideas which will contribute to the settlement of the dispute between Iran and Iraq," he said in written answers to questions submitted by Reuters. He said Bahrain had been affected as much as any other Gulf state by the three-and-a-half years war, which "threatens peace and security in the whole region... retards economic development in the area and invites foreign power rivalry." The Emir, who will have talks with Prime Minister Margaret Thatcher, also said: "We expect Britain and other West European countries to play a greater role in trying to resolve the Middle East problem."

Fighting threatens Beirut plan

BY NORA BOUSTANY IN BEIRUT The security blueprint calls for the withdrawal of adversaries to specific points away from battlefronts. The buffer zone was in width from 15 metres to 700 metres side of the line of separation, depending on the geographical location and intensity of fighting. A higher political-military committee in charge of stabilising a ceasefire and paving the way for political reforms still has to approve the disengagement proposal. Muslim opposition figures have complained that Amr Gemayel, the President, is procrastinating on promised changes concerning the army command structure and political concessions. The President is seeking Syrian help to pacify Beirut and halt hostilities between the army and Druze fighters in the mountain town of Souq al-Gharb. He is hoping to meet President Hafez Assad, his

Lalonde may seek top OECD post

By Bernard Simon in Toronto MR MARC LALONDE, Canada's Finance Minister, is considering approaches from several member-countries of the Organisation for Economic Co-operation and Development (OECD) to make himself available for nomination as the Paris-based body's next Secretary-General. Mr Lalonde, 54, who speaks French, is a lawyer and political economist by training and a close confidant of Mr Pierre Trudeau, Canada's outgoing Prime Minister. He was appointed Finance Minister in September, 1982.

Fighting threatens Beirut plan

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KANSAI PAINT CO., LTD. (Kansai Paint Kabushiki Kaisha) Osaka, Japan. DM 50,000,000 3 1/2% Bearer Bonds of 1984/1989 unconditionally and irrevocably guaranteed by The Sanwa Bank, Limited (Kabushiki Kaisha Sanwa Bank) Osaka, Japan. with Warrants attached to subscribe for shares of Common Stock of KANSAI PAINT CO., LTD., Osaka, Japan. Issue Price 100% - Interest: 3 1/2% p.a., payable annually in arrears on June 1st interest payment on June 1, 1985 for 411 days - Redemption: on June 1, 1989 at par - Denomination: DM 5,000 - Security: unconditional and irrevocable guarantee of The Sanwa Bank, Limited, Osaka, Japan; Negative Pledge Clause - Warrants: each DM Bearer Bond will be issued with one Warrant attached giving the right to subscribe 1,565 shares of Common Stock of Kansai Paint Co., Ltd. at a subscription price per share of Yen 276. The subscription period will be from May 10, 1984 through May 16, 1984 - Listing: Frankfurt/Main (Bonds and Warrants). Agents: COMMERZBANK AG, CREDIT SUISSE FIRST BOSTON, CITICORP CAPITAL MARKETS GROUP, FUJI INTERNATIONAL FINANCE, LEHMAN BROTHERS KUHNS LOEB INTERNATIONAL, INC., SOCIETE GENERALE, DAWA EUROPE LIMITED, SANWA BANK (UNDERWRITERS), YAMAICHI INTERNATIONAL (EUROPE) LIMITED, COUNTY BANK LIMITED, DAI-ICHI KANGYO INTERNATIONAL LIMITED, GOLDMAN SACHS INTERNATIONAL CORP., THE NIKKO SECURITIES CO. (EUROPE) LTD., KUWAIT INVESTMENT COMPANY (S.A.K.), NOMURA INTERNATIONAL LIMITED, SOCIETE GENERALE DE BANQUE S.A., WOOD GUNDSY LIMITED.

WestLB International S.A. Condensed Balance Sheet as per December 31, 1983. ASSETS: Amounts due from banks 3,581.5, Loans and advances to customers 6,611.1, Securities 391.7, Other assets 337.9. LIABILITIES: Amounts due to banks 9,436.7, Current deposits and other accounts 563.6, Other liabilities 275.6, Share capital 125.5, Reserves 199.0, Provisions 309.7, Profit 12.7. Assets: 10,922.2, Liabilities: 10,549.7. WestLB International S.A., 32-34, boulevard Grande-Duchesse Charlotte, P.O. Box 420, L-2014 Luxembourg, Telephone: 447411. Subsidiary of Westdeutsche Landesbank Girozentrale, Düsseldorf/Münster. The unbridged annual statement as well as the profit and loss account will be published in the "MONATLICHES ANNEUAUFGABENBEREICHUNG" (Monthly Accounting Statement) of the Grand Duchy of Luxembourg, section C.

OVERSEAS NEWS

Forces loyal to Cameroon President back in control

BY QUENTIN PEEL, AFRICA EDITOR

FORCES loyal to President Paul Biya of Cameroon were yesterday back in control of strategic installations in the capital, Yaounde, following two days of sporadic fighting with members of the presidential guard attempting to overthrow the Government.

Mondale has majority in Wisconsin caucuses

By Reginald Dale, U.S. Editor, in Philadelphia

FORMER Vice-President Walter Mondale reversed his defeat in last week's non-binding Wisconsin primary by winning a clear majority in the state's Democratic caucuses at the weekend.

W. German chemical sales boom

BY JONATHAN CARR IN HANOVER

THE RECOVERY in the West German chemical industry is gathering pace with record sales, better use of capacity, and more jobs expected in 1984.

According to the VCI, chemicals turnover last year rose by 7.6 per cent to DM 126.8bn with foreign sales up nearly 10 per cent and home sales up 6 per cent.

Soviet warning on U.S. Arctic flights

MOSCOW - Soviet fighter pilots complained yesterday of frequent spy flights by Western aircraft in the Arctic and warned that if any intruded into Soviet airspace they would be destroyed.

The U.S. and South Korea have strenuously denied Soviet charges that the airliner was on an espionage mission for U.S. intelligence.

The report said the missions were intended to probe Soviet radar defences and scrambling routines and size up the kind of resistance which U.S. strategic bombers would meet.

Zimbabwe SE statement likely

BY TONY HAWKINS IN HARARE

A STATEMENT on the future of the Zimbabwe Stock Exchange may be made this week in the wake of last month's sweeping new exchange control regulations.

Frankfurt runway protest fears

FRANKFURT - Frankfurt Airport's controversial third runway is due to open on Thursday, but protesters are not giving up efforts to prevent the 2.5-mile strip going into operation.

Grenada parties unite to fight election

By Our Foreign Staff

THE MIDDLE-of-the-road Grenada National Party (GNP) is to fight the forthcoming elections in Grenada jointly with the U.S.-supported Grenada Democratic Movement and the National Democratic Party.

Congress outcry grows at mining of Nicaragua ports

BY OUR U.S. EDITOR

ANOTHER Congressional outcry over President Ronald Reagan's Central American policies was brewing in Washington as further details of the U.S.-controlled mining of Nicaraguan ports were revealed at the weekend.

French soldiers to stay in Chad despite deaths

By Our Paris Staff

THE FRENCH Government is keeping firmly to its military peace-keeping commitment in Chad in spite of the deaths of nine soldiers and wounding of six others in a land-mine incident announced at the weekend.

Latin America debt plea

BY HUGH O'SHAUGHNESSY

THE UNITED NATIONS Economic Commission for Latin America (ECLA), the region's principal think-tank, has called for the renegotiation of Latin America's \$350bn (£240bn) foreign debt.

UK set to send envoy to Angolan rebels

Britain is willing to send an envoy to Angola to meet anti-government rebels in return for the release of 16 British workers they are holding.

Plea for Africa

France and its 13 African partners in the franc zone economic group said Saturday "everything possible must be done" so that Africa does not become "the forgotten continent in development."

6,000 held in Lagos

The Nigerian army has rounded up at least 6,000 people suspected of being criminals, illegal aliens or religious fanatics in Lagos, a military police officer told national television last night, Reuters reports.

Maputo power cut

A sabotage attack by anti-Marxist guerrillas knocked out power lines from neighbouring South Africa and left Mozambique's capital with reduced power, AP reports from Maputo.



Advertisement for American Airlines. Text includes: "We're putting his name down for First Class and American Airlines First Class." "The farsighted Fortescue-Smythes may have heard that American Airlines First Class and Business Class across the Atlantic is rather popular these days." "All of this may not be surprising when you realise that unlike other airlines, we flew the competition, noted their good points and only then created a service that bettered them."

Advertisement for The Scottish Metropolitan Property PLC. Includes an Interim Statement table with columns for Half-year to 15.2.84 and Half-year to 15.2.83 (unaudited). Rows include Net Revenue from Properties, Other Income, Interest Paid and Admin. Expenses, Group Profits before Taxation, Available for Dividend, Dividend-Interim, and Carried to Reserves.

WORLD TRADE NEWS

Davignon warns on technology transfer

By John Wyles in Brussels

THE European Community could be heading for "a major fight" with the U.S. over the transfer of high technology, Viscount Etienne Davignon, the European Commissioner for Industry, said at the weekend.

Concern is growing in Brussels over the strength of demands from the Pentagon and the U.S. Congress for tighter control on the transfer of U.S. technology with a potential military application.

Mr Davignon said that if the Pentagon was left to make the decisions, "we are going into a major fight with the U.S. . . which will make chickenfeed of our agriculture dispute."

Speaking at a conference on EEC-U.S. relations at Knokke, Belgium, Mr Davignon stressed the implications of any tightening of U.S. controls for existing co-operative arrangements between European and American companies.

A senior U.S. Commerce department official said later that President Ronald Reagan had intervened three weeks ago in the disagreement between the Defence Department and the Commerce Department on the issue, ruling that the Pentagon should not take the lead.

Japan reaches agreement on U.S. beef and citrus quotas

BY STEWART FLEMING IN WASHINGTON

JAPAN AND the U.S. have reached agreement on their long-running dispute over quotas on U.S. beef and citrus exports, under which the U.S. will be able almost to double its beef exports to Japan over the next four years.

The new agreement, reached on Saturday in talks between Mr Shinjiro Yamamura, the Japanese Agriculture Minister, and Mr William Brock, the U.S. Special Trade Representative, followed an apparent breakdown in talks on Friday.

Mr Yamamura formally announced that he was returning to Japan, but a final effort over the issue, which Mr Brock said had become symbolic of Japanese intransigence on trade issues, was successful the following day.

The breakthrough follows signs of mounting U.S. pressure on Japan to make some trade concessions and represents an important political victory for the Reagan Administration and for Mr Brock. The Administration may be hoping that it will

provide officials with some evidence to counter growing protectionist pressures in Congress.

Under the terms of the agreement, which seems certain to be roundly attacked by Japan's beef farmers, Japan has agreed to increase the U.S. beef quota by 6,900 tonnes a year over the next four years, raising the quota from the level of 30,800 tonnes a year which it reached in the last year of the expired agreement to 37,700 tonnes. It is estimated that this could raise

the value of U.S. beef exports from around \$500m to \$600m annually.

The quota on oranges, which had been 82,000 tonnes will be raised by 11,000 tonnes a year over the four years of the agreement.

Terry Dodsworth adds from New York: U.S. import restrictions on Japanese cars since 1981 have made the Japanese substantially better off in several ways, according to a research study by Ward's, the influential U.S. publishing group

which specialises in data on the domestic manufacturers' industry.

U.S. consumers have suffered from higher prices and more restricted choice, and the Japanese have used the restraints to improve their marketing, the report says. By inducing an artificial shortage the image of Japanese products has been improved, and consumer price sensitivity reduced.

The restraints also provided an incentive to the Japanese to reposition their products and move up market, "even com-

peting effectively where the domestic manufacturers have historically held the competitive edge," according to the report. Profits per car were increased, thus improving relationships between Japanese manufacturers and U.S. dealers.

Despite the quota system, the Japanese achieved a new sales record in 1983 of 1,877m units, and Ward's expects another record this year. The import restriction policy has however generated about 14,000 jobs in America a year.

EEC tries to boost ties with Efta nations

By Paul Cheswright in Brussels

THE European Community should consolidate its internal market and then try to extend the benefits to the seven states of the European Free Trade Area (EFTA) in a way which provides mutual benefits for both sides, according to a new study published in Brussels.

EEC and EFTA Foreign Ministers met in Luxembourg this week to try to start a process of strengthening the free trade agreements which were signed ten years ago by the EEC and the individual states of EFTA—Austria, Switzerland, Sweden, Norway, Iceland, Finland and Portugal.

According to European Research Associates' publishers of the report, the case for consolidating West European free trade is, especially in the case of EFTA, Western Europe to remain a competitive world industrial and trading power on a par with the U.S. and Japan, "it says."

The last trade barriers between the two sides, relating to forest products, were removed at the beginning of the year creating an industrial free trade zone of 770m people and the Foreign Ministers are expected with the task of "defining future machinery of co-ordination."

There are two main bits of machinery to be defined. First, the way in which the EEC completes its own customs union, and second the way in which co-operation is developed between the two groups in respect of the requirements of the new industrial revolution.

The strengthening of the EEC's internal market is seen by EFTA countries as non-prioritising and getting round this would involve the application of the internal market to EFTA. But, the report concedes, there is little immediate chance of this approach being adopted by only West Germany is in favour.

The European Community and EFTA in the 1980s, multi-lateral report, by European Research Associates, Brussels 1984.

Fall in Soviet energy earnings could limit spending on imports

BY DAVID BUCHAN, EAST EUROPE CORRESPONDENT

NEWS OF trouble in the Soviet Union's largest hard currency earning sector, oil and gas, may make UK exporters wonder how much leeway the country will have to increase its imports this year.

Some 30 leading British companies, led by Lord Ezra, open a week of lectures today setting out the technical merits of their wares to potential Soviet buyers in Moscow.

The problems in the energy sector were revealed in Pravda, the Communist Party newspaper, and capped earlier sporadic Soviet Press reports of stagnating Soviet oil production. Pravda admitted that "serious setbacks" in the Tyumen fields of West Siberia

have kept output for the past six months below target at 1983 levels.

obvious for some time in the West, the admission suggests that Soviet policy-makers may

	SOVIET OIL USE (million tonnes)			
	1975	1980	1981	1982
Production	491	603	609	613
Imports	4	4	4	4
Domestic consumption	348	446	456	457
Exports	93	122	116	119

Source: Petroleum Economist

At the same time, a senior official has conceded that short-term hopes of selling much more gas through the new trans-Siberian pipeline to Western Europe this year are being frustrated by weak demand. Though this has been

now revising their 1984 hard currency revenue forecasts. Certainly in the longer term, this combination of stagnating domestic oil output and gas export demand would be serious for the Soviet Union. Energy account for some three quarters

of its hard currency earnings, and oil alone well over 50 per cent. On the face of it gloomier energy export prospects may constrain the Soviet ability to import.

But for this year at least, the Soviet Union is not likely seriously to feel the pinch, for several reasons. First, the Soviet Union has very ample gold and hard currency reserves built up.

Second, a leveling-off in oil production does not, in the short term, automatically entail a plateau in exports. Western oil traders report a drop this year in Soviet exports, which averaged 1.5m barrels a day last year apparently partly due to weather and transport prob-

lems. But the Soviet Union has increasing amounts of Middle Eastern oil at its disposal for re-export to the West. In the first nine months of 1983, the Soviet Union increased the volume of its energy oil exports to the West by between 15 and 18 per cent to offset an almost comparable percentage decline in energy prices, according to Wharton Econometrics.

A third factor is that 1984 is likely to see a fall-off in the biggest items in the Soviet import bill. The new Urengoy pipeline is now completed and thus requires no more Western components.

© Right: Lord Ezra



Hungarian export drive in UK

MORE THAN 40 Hungarian companies are launching a commercial assault on the British market in a week-long promotion drive opening today in London and Manchester, David Buchan writes. Hungary is fielding the strongest delegation to come to the UK for 12 years, headed by Mr Peter Veres, the Foreign Trade Minister.

Both Hungary and Britain are hoping to capitalise on their newly-improved political relations, following the February visit by Mrs Margaret Thatcher, the Prime Minister, to Budapest. UK exports to Hungary rose by 18 per cent to £22m last year, and Hungarian exports to the UK by 22 per cent to £54m.

Mr Veres will see several UK ministers, as well as Mrs Thatcher. After the death of Mr Yuri Andropov, the former Soviet leader, Hungary asked for a "pause for reflection" before it started negotiations for a trade agreement with the European Community, apparently to test the mood in Moscow. UK officials now expect Mr Veres to raise the issue of British support for Hungary in getting a satisfactory EEC deal. Agriculture is of key importance to Hungary. Comecon's most successful food producer.

U.S. wine Bill "a blunderbuss"

THE U.S. Wine Equity Bill, which is designed to open foreign markets to U.S. wine producers, has been described as "the legislative equivalent of shooting yourself in the foot" by Mr William Brock, the U.S. Trade Representative. The Bill is "worse than awful" and a "blunderbuss" approach to solving the export problems of the U.S. wine industry, he said. Louise Kehoe writes from San Francisco.

U.S. company in Chinese computer joint venture

HONG KONG—The Peking-controlled Ever Bright Industrial Company is to set up a joint venture with Burroughs of the U.S. to make mini-computers, Wang Guangyue, chairman of Ever Bright said at the weekend.

The two companies will produce the B-25 type mini-computer in a Hong Kong factory and another plant in China will produce the B-20 type mini-computer.

Wang said the joint venture has obtained authority from the Peking-based Co-ordinating Committee for Mutual Trade, Export Controls (Cococ) to sell the B-20 in China. Sales of the B-25 will be limited to Hong Kong and other non-Communist countries in Asia.

William Hall adds from New York: Occidental Petroleum, an entrepreneurial international energy and natural resources group, headed by the 63-year-old Dr Armand Hammer, says that "great progress" has been made in finalising plans for the development of the world's biggest open cast coal mine in China.

The U.S. company's statement follows months of speculation that the joint venture between the U.S. and China had run into serious financing problems and was likely to be abandoned.

SHIPPING REPORT
Rising demand for iron ore helps keep rates firm

BY ANDREW FISHER, SHIPPING CORRESPONDENT

DRY CARGO rates remained firm last week, with demand for larger size ships remaining a feature of the market as rising steel output continued to raise demand for iron ore.

While activity was less marked than the previous week, broken bulk rates that rates would go up further in April and May. The Russians remain in the market for ships to carry grain.

Forecasting a rise in world trade volume of more than 4 per cent this year after 2 per cent in 1983, Lambert Brothers Shipping said this would be a small but much needed improvement for the shipping industry.

Declining cargo trends since 1979, it said, had meant that over 500m tonnes of cargo had been lost to the shipping industry. Last year, 2,970m tonnes were carried against 3bn in 1982 and 3,460m tonnes in 1979.

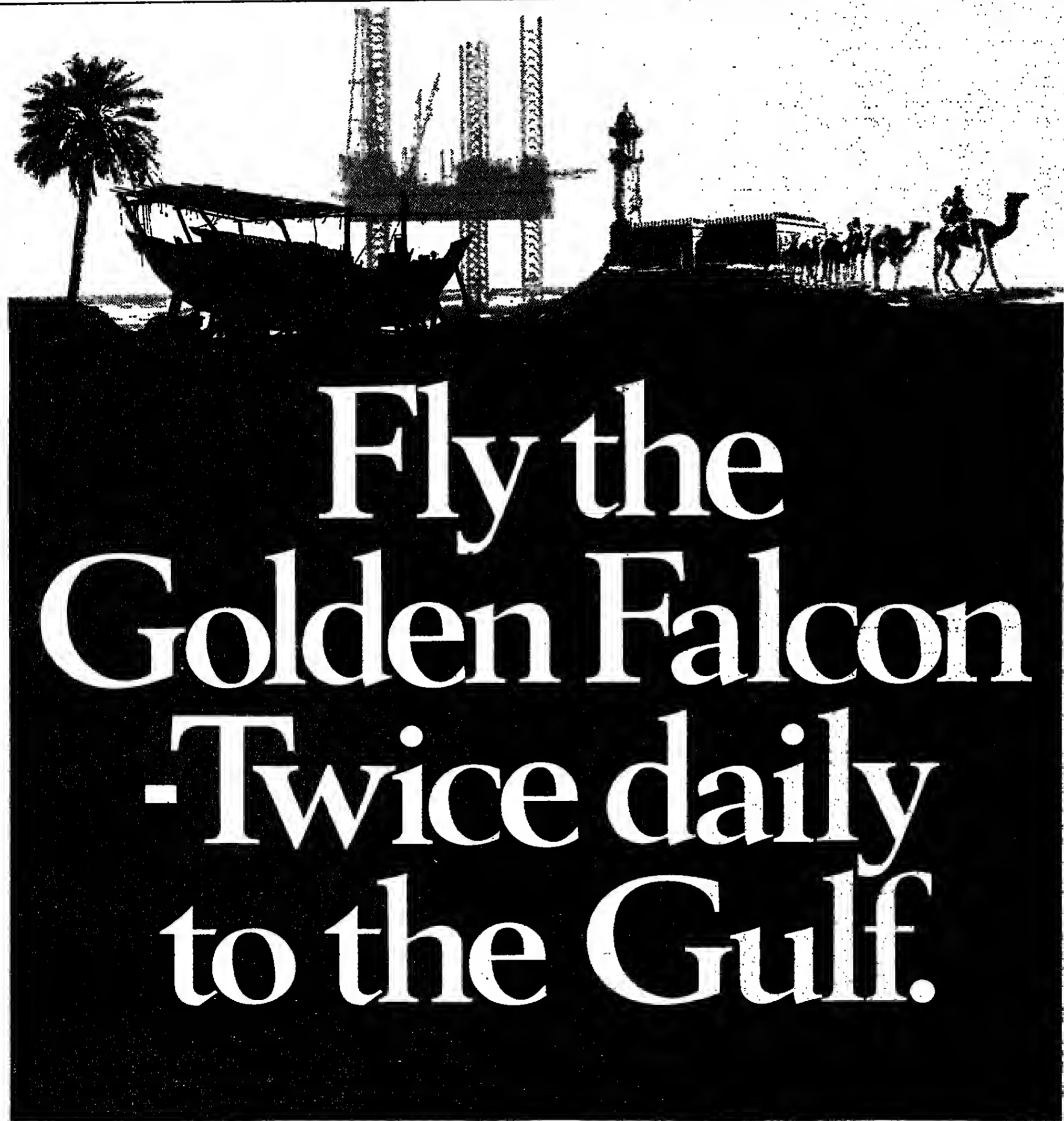
Grain trade across the North Atlantic was quiet last week, with the strength of the dollar and the favourable EEC grain crop dampening demand from Europe for U.S. grain.

But the rate from the U.S. Gulf to continental Europe at \$10.50 a ton, though marginally down on the previous week, was still far better than seen earlier in the year.

WORLD ECONOMIC INDICATORS

	FOREIGN EXCHANGE RESERVES (U.S.\$m)			
	Jan. 81	Dec. 82	Nov. 83	Jan. 83
U.S.	4,325	4,289	4,914	4,490
W. Germany	37,134	37,313	37,907	40,448
Japan	28,649	28,344	29,141	19,497
UK	8,529	8,719	8,775	9,795
Netherlands	17,913	18,525	18,525	13,980
Belgium	3,432	3,776	3,843	3,219
France	Dec. 83	Nov. 83	Oct. 83	Dec. 82
	18,857	18,431	18,702	14,594

Source: IMF



Fly the Golden Falcon - Twice daily to the Gulf.

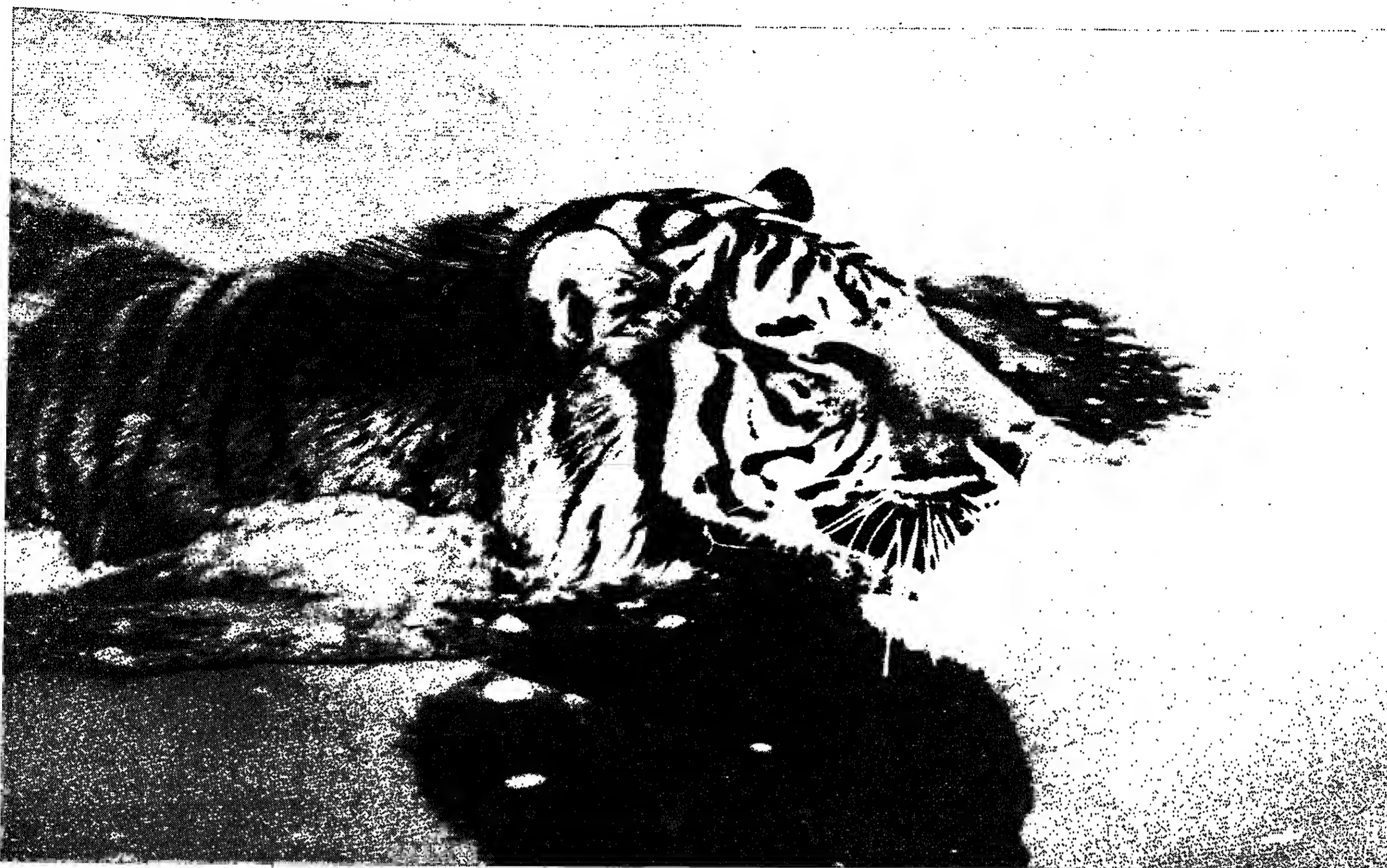
Gulf Air's Golden Falcon TriStars fly twice daily to the Gulf. Fly one and you'll enjoy the warmest possible welcome, complimentary refreshments and entertainments, choice of International and Middle Eastern cuisine: honoured by La Chaine des Rôtisseurs.

Voted best airline to the Middle East second year running. There's no better businessman's choice to the Gulf.

For more information call your travel agent or Gulf Air, 73 Piccadilly, London W1V 9HF. Telephone: 01-409 1951; Birmingham 021-632 5931; Manchester 061-832 9677/8; Glasgow 041-248 6381 or Key Prestel 223913.



Executive Travel Magazine October 1983.



A CAT'S EYE VIEW OF THE NORTH SEA.

We first dipped our toe in the North Sea nineteen years ago with the drilling of our first exploration well.

We then took the plunge and began the development of North Sea oil and gas.

A programme of Esso investment started which to date has reached £3,500 million.

A series of achievements resulted which has helped Britain become more than self-sufficient in oil and a major gas producer as well.

1984 sees Esso continuing its massive investment programmes.

This year alone Esso capital and operating expenditure will exceed £1,000 million, 85% of which will be spent in Britain, supporting around 40,000 jobs...

Our exploration and appraisal drilling will be almost twice the record level achieved in 1983; and we will drill a wildcat well West of Shetland in the deepest water ever drilled in the UK sector...

New pipelines will be constructed; marketing terminals will be modernised and automated; new refinery technology will be introduced meeting the changing requirements of our customers and preparing for the reduction of lead in petrol; and more new flagship stations will be added to our retail network—the finest service station chain in Britain...

All this is happening in 1984.

But what of the future?

Huge investments are required to help maintain self-sufficiency in oil for Britain and meet our customers' needs up to the year 2000 and beyond.

By the end of 1990 alone Esso expects to invest a further £4,500 million in Britain.



BUSINESSMAN'S DIARY

UK TRADE FAIRS AND EXHIBITIONS

April 9-12 Audio Visual Exhibition (01-488 7788) Wembley
April 9-12 International Fire Exhibition-LIFE (01-387 5050) Olympia
April 12-14 Drillex '84 (0277 226609)
April 15-18 Solids Handling Exhibition-SOLIDEX (Oxford) (0885) 59431 Harrogate
May 1-3 All Electronics ECIP Show (0789 26699) Barbican
May 1-3 Fibre Optics Exhibition and Conference (0799 26699) Whitbread Porter Tun Rooms
May 1-3 International Air Cargo Exhibition and Conference (St Albans) (0727) 63633 Manchester
May 2-Oct 21 International Garden Festival (051-236 6090) Liverpool

OVERSEAS TRADE FAIRS

April 14-22 Milan International Trade Fair (01-637 3193) Milan
April 14-15 International Fur Trade Fair (01-734 0543) Frankfurt
April 16-19 European Trade Fair for Technicians and Organisation in Banking (Luxembourg) (09 31) Milan
April 24-27 Food and Hotel Asia (01-486 1951) Singapore
April 29-May 4 Direct Marketing Symposium and Exhibition (01-69 48 20) Montereux
May 5-9 Systems Components and Materials for Industrialised and Building Sector Exhibition (01-486 1951) Milan

BUSINESS CONFERENCES

Current Metal Bulletin: 2nd International Conference on Copper (01-530 4311) (until April 10) London Marriott Hotel, W1
April 11-12 FT conference: European banking (01-621 1355) Milan
April 12 Henley Centre for Forecasting seminar: The UK Economy (01-353 9961) Carlton Tower Hotel
April 13-14 Coe Institute. The future of work, challenge and opportunity (01-581 3344) 50 Princes Gate, SW7
April 18 Longman Seminars: Furnish v Dawson—the Implications (01-242 2548) Barbican
April 25-27 Insig: Banks and computers (1) 763.07.24 Paris
April 28-29 Progress Foundation / IMF: Money—a search for common ground (091) 68 92 69 Lugano, Switzerland
May 2 Institute of Directors: New legislative threats to directors (01-588 1811) Cafe Royal, W1
May 3-4 FT/The Banker: World gold conference (01-621 1355) Hong Kong

Anyone wishing to attend any of the above events is advised to telephone the organisers to ensure that there has been no change in the details published.

Financial Times Conferences

The following is a list of conferences being organised by the Financial Times in 1984:

EUROPEAN BANKING
Milan—April 11 and 12

THE FT WORLD GOLD CONFERENCE
Hong Kong—May 3 and 4

SITEV—FT WORLD MOTOR CONFERENCE
Geneva—May 23 and 24

THE FT/CITY COURSE
London—May 3-June 20

THE ELECTRONIC OFFICE:
Threshold of a New Era
London—June 5 and 6

OIL AND GAS
Oslo—June 18 and 19

WORLD ELECTRONICS:
Future Strategies for Europe
London—June 20 and 21

FOREIGN EXCHANGE
London—June 25 and 26

WORLD AEROSPACE:
Aerospace after the Recession
London—August 28, 29 and 30

All enquiries should be addressed to:

The Financial Times Limited
Conference Organisation
Minster House, Arthur Street
London EC4R 9AX

Tel: 01-621 1355 (24-hour answering service)
Telex: 27347 FTCONF G. Cables: FINCONF LONDON

Conoco to develop four North Sea gas fields

BY RICHARD JOHNS AND DOMINIC LAWSON

AT LEAST four new North Sea gas fields are on the verge of development by Conoco, which could involve an initial investment of at least £750m. The fields, all operated by the U.S. oil company, could contain up to 2.5 trillion (million million) cubic feet of gas, equivalent to about 8 per cent of UK proven reserves.

Conoco has been in contact with British Gas for several months. It has effectively begun the process of negotiating a sales contract for the gas.

The fields could be producing by the winter of 1985, on the assumption that British Gas requires the gas in advance of prospective supplies from Norway's Sleipner fields.

Last month British Petroleum (BP) announced development plans for four gas fields, like Conoco's, are in the southern gas basin of the North Sea.

Conoco's fields, of similar size to BP's, could produce at a rate of 450-550m cu ft per day—the equivalent of 10-12 per cent of last year's average UK demand.

The development of the four fields would cost about £750m at today's prices, excluding operating capital. Exploitation of the fields will require the construction of a number of unmanned platforms and the building of a pipeline leading to a central manned platform. It is likely that at least 70 per cent of the value of the development would be undertaken in the UK.

Conoco has just named the four fields North Valiant, South Valiant Vanguard and Vulcan. The final well required to appraise Vulcan was started last week. The four

fields are in blocks 49/16 and 49/21 of the North Sea. The volume of gas supplied could be boosted further if a decision is made to include in the development another gas find in a neighbouring block, 49/15.

On 49/18, Conoco is in equal partnership with Britoil. It has a 26 per cent stake in 49/21, where the other stakeholders are Britoil (37.5 per cent), Occidental (12.5 per cent), Atlantic Richfield (12.5 per cent) and Marathon (12.5 per cent).

Conoco is very close to agreement with British Gas on a contract to supply gas from an earlier discovery, the Victor field. The last of its wells has just been completed. The contracted output rate is an average of 150m cu ft per day, although the field has the capacity to produce at twice that rate.

Lucas in £20m investment

By Arthur Smith, Midlands Correspondent

LUCAS ELECTRICAL will tell shop stewards today of a £20m investment plan for its Birmingham starter motor and alternator factories. Radical changes in working practice will be required and jobs will be phased out.

The decision suggests a setback for Lucas's ambitious hopes of tackling the European automotive market in these products through a deal with Valeo of France. The two companies are almost equal partners in the French loss-making DuceLier.

Negotiations, which have involved the French Government, have stretched over nearly seven years.

Lucas is likely to tell workers that whatever option might have once been considered for investment in France, the nearly £20m being committed to its Birmingham operation will enable the UK to "stand alone."

BASE LENDING RATES table with columns for bank names and interest rates. Includes A.B.N. Bank, Allied Irish Bank, Amro Bank, etc.

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If you'd like to know more, please contact Doug McGregor or Nick Douch at Barclays Bank International Limited, 29 Gracechurch Street, London EC3V 0BE. Or phone them on 01-283 0909.



UK NEWS

Co-op opens up credit card business

BY DAVID LASCELLES, BANKING CORRESPONDENT

THE CO-OPERATIVE Bank this week becomes the first bank to run an independent credit card operation in the UK. Until last weekend, its Visa card business was processed by Barclaycard's centre in Northampton. It will now be handled by the Co-op's new processing centre in Skelmersdale, North-west England.

Although the Co-op has few cardholders by UK standards - about 80,000 - its move marks a step towards greater competition in the credit card business, which will be intensified when Trustcard, with 2m cardholders, takes a similar step next year.

Mr Terry Thomas, the Co-op's chief executive, said "This will give us a degree of flexibility we never had before."

He hinted that the Co-op will be offering more attractive terms to cardholders in order to attract them away from other banks. These could relate to the cost of using a card, or the benefits attached to having one. He declined to give details but said changes could be expected by next autumn.

Britain's credit card business has evolved around two major organisations, Barclaycard (which handles a total 8m cards including Trustcard,

Yorkshire Bank and Bank of Scotland, in addition to Barclays), and Access, which groups the operations of NatWest, Midland, Lloyds and several smaller banks, and handles about 7m cards.

While banks in these groups can theoretically set their own terms for their cardholders, in practice they are restricted by what the system can handle.

The Co-op took the first step towards independence several years ago when it became a member of the Visa card group in its own right. Three years ago it started developing its own processing centre using software from First Data Resources, the largest U.S. data processing company, which is part-owned by American Express. Exactly a year ago, it gave 12 months notice to Barclaycard that it wanted to quit.

Under the new arrangement, Barclaycard will still deal directly with merchants accepting Co-op cards, and will collect Co-op slips and transmit them to Skelmersdale. Barclaycard will also take the commissions on sales made with Co-op cards, but will pass them on to the Co-op after deducting a fee.

European Ferries seeks to bid for Sealink UK

BY ANDREW FISHER, SHIPPING CORRESPONDENT

EUROPEAN FERRIES, the main Channel operator, will press the Government to lift the ban on it bidding for Sealink UK. It claims that lower fares to the European Continent could result from a merger of the two companies.

Sealink, part of British Rail and run in partnership with continental companies, is up for sale to the private sector. City of London analysts have suggested the price could exceed £50m and even approach £100m.

The Monopolies and Mergers Commission ruled in December 1981 that a bid by European Ferries, which runs Townsend Thoresen ferries and had indicated its intention to make an offer for Sealink, would be against the public interest. It said that the merged company would dominate the market.

European Ferries believes, however, that now that Sealink UK is officially up for sale, as part of the Government's privatisation programme, it should be allowed to bid. European Ferries' decision to urge the Government to remove the ban follows the refusal of British Rail and its merchant bank adviser, Morgan Grenfell, to allow it to receive information being sent confidentially to potential buyers.

Mr Nicholas Ridley, Secretary of

State for Transport, said on Friday that about a dozen companies or consortia had shown interest in Sealink. Although he mentioned no names, these are known to include Trafalgar House, P&O, and Oriental Steam Navigation (P & O), Sea Containers and a group including National Freight Consortium.

Mr Kenneth Siddie, chairman of European Ferries, said yesterday: "It is in the public interest that there should be a strong UK operator, efficient enough to withstand competition from subsidised French, Belgian and Dutch cross-Channel ferry companies."

He added that it was essential for Britain to have a major operator capable of running an efficient service and maintaining a modern fleet.

European Ferries is the biggest cross-Channel ferry company with about 60 per cent of the market, closely followed by Sealink, with P & O Ferries some way behind in third place. However, recently taken over by its management, is the only homebuilt operator.

Mr Siddie said that a merger between Sealink and European Ferries "should lead to lower fares as a result of greater efficiency." The past three years have seen rises in fares after a severe price war.

This announcement appears as a matter of record only.



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Milan, February 1984

FUTURES

It is proposed to publish a Survey on the above subject on:

Friday June 15th

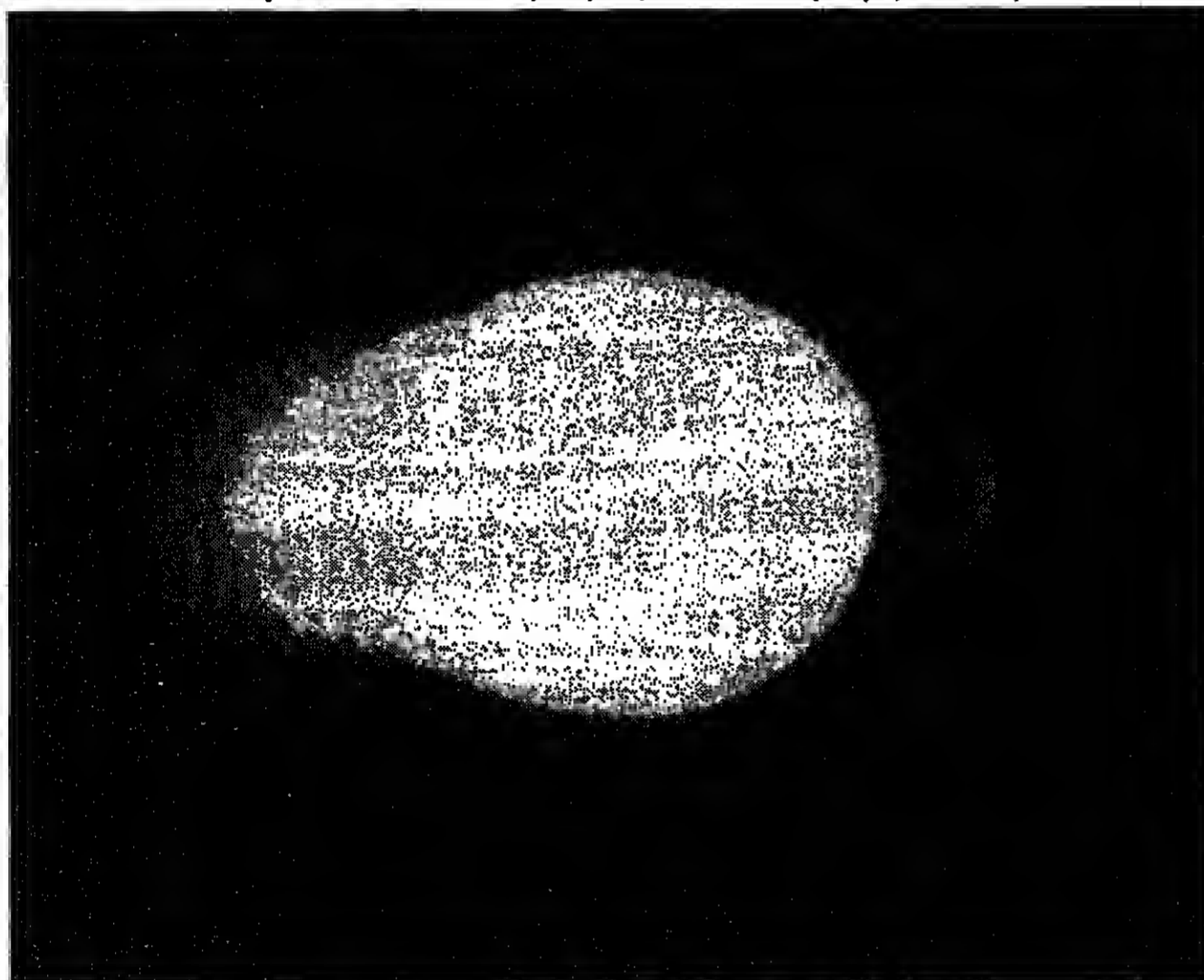
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MATERIAL TECHNOLOGY'S NEW FRONT RUNNER

Trading automated

BY OUR FINANCIAL STAFF

LONDON'S foreign exchange and money brokers are finalising a new electronics deal confirmation system to replace the present paper-based methods which market participants use to tally their trades with each other. The new system, Automated Confirmation Service (ACS), is to be launched in May.

Traders presently confirm deals either by hand-delivering pieces of paper or sending telexes, both of which are prone to error and losses.

The new system will link up traders' computers through a special British Telecom network. Within two hours of a deal being struck, a broker will prepare confirmation which will either be sent direct through BT's Packet Switch System or deposited in an electronic mailbox.

The system's computers will automatically match up the confirmation with the order records - a job previously done by hand.

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NatWest in action in 1983

Action for our personal customers

We welcomed over half a million new personal customers in 1983 and more students placed their confidence in us than in any of our competitors.

We will have 1,200 Servicetill machines in operation by the end of 1984 and the reciprocal arrangement with Midland Bank means that our customers are never far from a source of instant cash.

We also helped over 100,000 customers buy their own home and are the only clearing bank to operate a specialised mortgage lending company.

Action for our business customers

Our total lending to small businesses is now in excess of £4 billion. Within this figure over £1 billion has been lent to 90,000 companies through our Business Development Loan Scheme. We are the market leader in the Government's Small Firms Loan Guarantee Scheme - in September we were the first bank to announce agreed loans totalling over £100 million, over half of which went to new businesses, helping in the creation of 12,000 jobs.

Our support for the agricultural community is expanding and we are now lending well in excess of £1 billion to farmers.

Action for savers

We now offer a wide range of savings accounts through our branches and the NatWest Saver Service Centre.

In December, we introduced 'Piggy Bank' and 'On Line', two new schemes for young people which, to date, have attracted over 300,000 new accounts.

Action around the world

In September, the name of National Bank of North America was changed to National Westminster Bank USA. New offices have been opened in Dallas and Denver while, in the Far East, a representative office was opened in Kuala Lumpur and, in Europe, a marketing office in Barcelona.

Action for the community

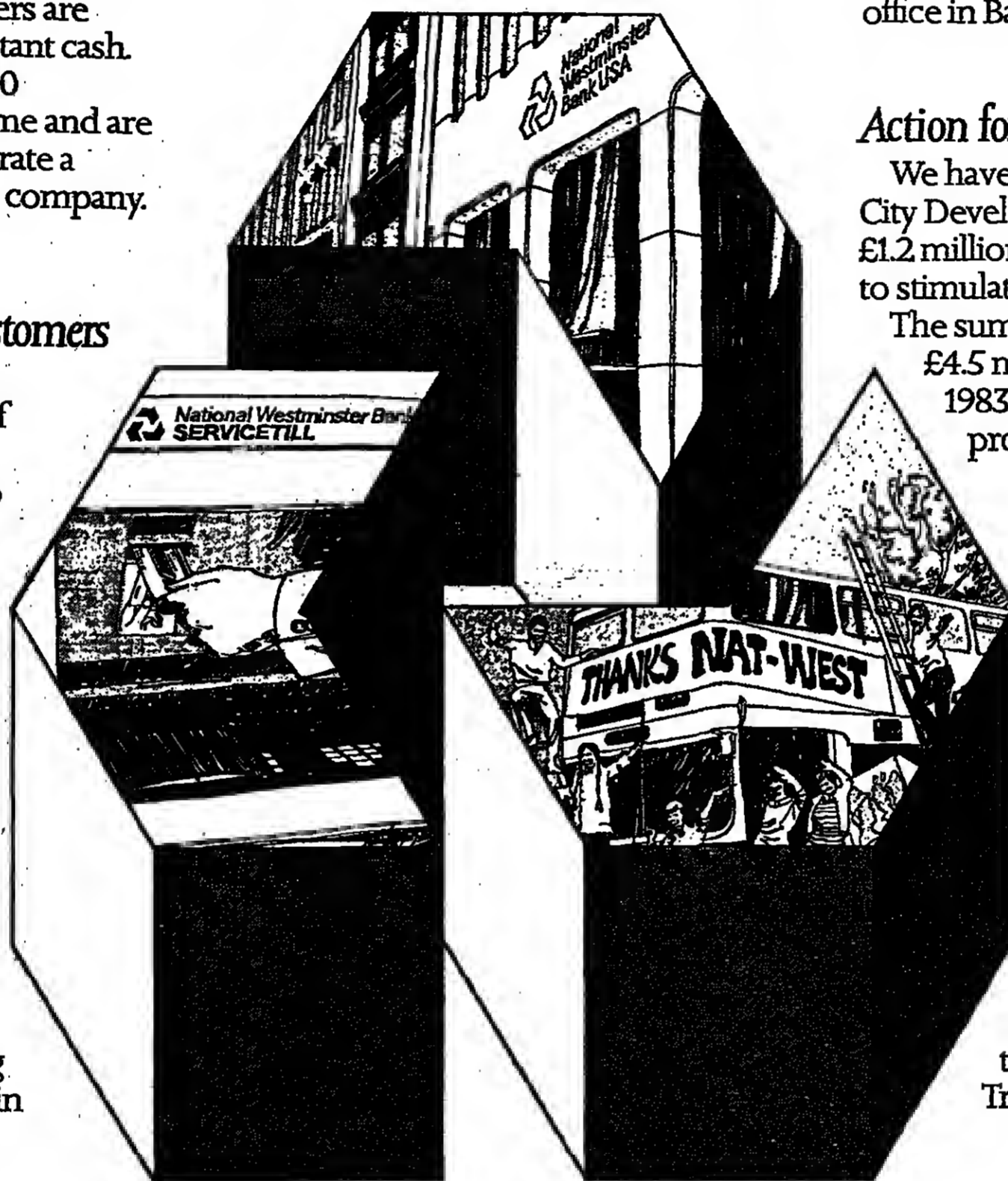
We have initiated a special Inner City Development programme, making £1.2 million available to launch projects to stimulate job creation or training.

The sum was in addition to the £4.5 million the Bank committed in 1983 to its social responsibility programme.

An important feature of our community involvement is the secondment of NatWest employees to a wide range of charitable organisations.

Action for young people

In addition to the school-leaver recruits who have joined us in 1983, we have welcomed 200 young people into a programme of broadly based training and work experience within our branches under the Government's Youth Training Scheme.



Financial Highlights 1983

Money lodged	£55,200 million
Money lent	£45,200 million
Group pre-tax profit	£503 million
Retained profit	£322 million

Copies of the 1983 Report and Accounts, which include the Chairman's Statement in full, may be obtained from the Secretary's Office, National Westminster Bank PLC, 41 Lothbury, London EC2P 2BB, or at NatWest branches.

The Chairman, Lord Boardman, comments:-

In 1983 the dominant external factors were the drop in the rate of inflation in most developed countries - especially the United Kingdom - continuing high real interest rates and the disappointingly modest growth in world trade.

At home, the Government's financial policy of firm control of the money supply and containment of the budgetary deficit reduced inflation successfully, bringing it down to levels that we had not seen for some fifteen years. During the year, many industrial and commercial companies and firms, whose survival had appeared doubtful, established much better financial health - though, sadly, there are others where the future is still a cause for concern.

As one of the world's leading banks, we are

an important component in the economy of the United Kingdom. We have a responsibility to assist wherever we can in the restoration of the prosperity of the country and to take full account of the national interest in all our operations.

There are signs that the worst of the recession is behind us. Forecasts for economic growth and for the rate of inflation are encouraging and confidence, a key factor, is returning. Business investment is also

expected to recover. However, a further reduction in interest rates would ease the burden on industry, give rise to more capital investment and impact upon unemployment.

The Bank, as a major financial force, has responsibilities towards its shareholders, customers, staff and to the country's economy as a whole. It is our task to balance these interests, to maintain momentum in the provision of an increasing range of financial services and to achieve a level of profits that will enable us to meet the increasing demands of our business.

NatWest
The Action Bank

UK NEWS

NatWest may face extra tax bill of £577m

BY DAVID LASCELLES, BANKING CORRESPONDENT

NATIONAL WESTMINSTER, Britain's second largest bank, calculates that the Government's decision to phase out capital allowances could cost it up to £577m in extra taxes.

In the most precise statement yet by any of Britain's leading commercial banks on the impact of the recent budget, NatWest says in its annual report out today that the total additional bill could be as high as £961m. It doubts, however, that it would ever have to pay more than 60 per cent of this.

The news is contained on a special sheet of paper slipped into the annual report, which was completed and signed seven days before the March 13 budget. NatWest has decided against adjusting its 1983 accounts in the light of the tax changes.

Blow to investment profitability

BY MAX WILKINSON, ECONOMICS CORRESPONDENT

THE profitability of new company investment will be significantly reduced in the long run as a result of the budget tax changes, London broking firm W. Greenwell says in an analysis published today.

In the interim period, Greenwell confirms the Treasury's general claim that companies will gain a substantial tax advantage from their investments because they will still be able to claim some tax allowance for the investment, whereas the profits eventually made by the investment will be subject to a lower rate of tax.

There will in all probability be a large but temporary boost to industrial investment during 1984-85 and 1985-86. The current economic recovery will, accordingly, broaden from consumer goods industries to capital goods industries.

Treasury jobless forecasts challenged

By Anton La Guardia

UNEMPLOYMENT will continue to rise for the next five years to a peak of 14 1/2 per cent in 1988 unless the Government changes its policy radically to boost growth to around 4 per cent, says Lloyd's Bank in its monthly economic bulletin published today.

The bulletin, written by Mr Christopher Johnson, the bank's economic adviser, says that this would mean abandoning hopes of eliminating inflation, but would not necessarily return the country to double digit inflation.

Mr Johnson believes that unemployment could be brought down to around 9 per cent without triggering rampant inflation.

The report says that the Treasury's prediction of 2 1/2 per cent for the next five years, which is higher than the projections of most independent forecasters, could not bring down unemployment as the Treasury claims.

This is because productivity increases are unlikely to fall below 2 per cent a year and the labour force is expected to continue growing by 0.4 per cent until 1988.

The report predicts an average growth of only 2 per cent to 2 1/2 per cent GDP will grow by 2 1/2 per cent this year compared with a Treasury forecast of 3 per cent, because earnings are rising too rapidly for Britain to maintain its share of export markets.

Mr Johnson imposed a political cycle for his predicted average growth of 2 per cent for the next five years. He says that growth will fall steadily to 1 1/2 per cent in 1986, and the Government will react to rising inflation by raising interest rates. This would prepare the ground for expansion just before the next general election, which the report expects in 1988.

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COMPANY NOTICES

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NOTICE OF EXTRAORDINARY GENERAL MEETING OF SHAREHOLDERS

An extraordinary meeting of shareholders of SCHLESINGER INTERNATIONAL FUND (LUXEMBOURG) S.A. will be held at the registered office, 14, rue Aldringen, Luxembourg on 14th April 1984 at 11.00 o'clock a.m. for the purpose of considering and resolving the following matters:

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Floating Rate Notes 1982-1988. The rate of interest applicable to the interest period from April 9th 1984 up to October 9th 1984 as determined by the reference rate is 11 1/2 per cent per annum, namely US\$5.78 per note of US\$1,000.

CITIS SERVICE OVERSEAS FINANCE, N.Y.
17 PER CENT NOTES
The undersigned announces that the annual meeting of Citis Service Overseas Finance, N.Y. will be held on Monday, 17th April 1984 at 10.00 a.m. at the Citis Service Overseas Finance, N.Y. 177, Wall Street, New York, N.Y. 10038.

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CONTRACTS AND TENDERS

SUDAN RAILWAYS STORES DEPARTMENT

1 - CONTRACT No. 5567 Supply of Steel Tyres for Carriage and Wagon Wheels. 2 - CONTRACT No. 5564 Sale of Scrap Metal Brags and White Metal Turnings. Controller of Stores, Sudan Railways, invites tenders for the above. Details, specifications, drawings and special conditions can be obtained from: Sudan Government Purchasing Agent, 3-5 Cleveland Row, St. James's, London SW1A 1DD.

15th May, 1984 for Contract No. 5567 31st May, 1984 for Contract No. 5564



UK NEWS

David Fishlock, Science Editor, reports on a £450m European fusion project

Simulating the sun's energy

QUEEN ELIZABETH and President Francois Mitterrand of France will be present today at the formal inauguration of Jet, the Joint European Torus, at Culham near Oxford. Jet is a £450m European research collaboration to study the basic physics of thermonuclear fusion as a step towards finding a new source of electricity for the next century.

Visitors to Jet are often impressed by its heavy overhead power lines, comparable to those of the station. Didcot coal-fired power station. They comment that Jet must contribute generously to the nation's electricity.

The scientists explain that, far from contributing electricity, their apparatus will consume about as much power as Didcot produces during the brief spells when they are running it. During such runs, they will attempt to simulate the conditions of temperature, pressure and radiation present in the sun, by injecting electrical energy into what Jet's project director, Dr Hans-Otto Wuester, calls the world's biggest magnetic bottle.

Jet is an experiment which brings together about 1,000 engineers and scientists scattered in fusion research laboratories throughout 12 European countries. They built it in five years, for about £175m, only about 8 per cent more (excluding inflation) than was estimated when the European Community's Council of Ministers approved the project in 1978.

"Why does fusion get such a good press?" was the provocative question posed by Dr C.W. Hope of the department of fuel and energy at Leeds University, in a talk in London last week. Nuclear fusion is by far the most generously funded of possible alternatives to staple methods - coal, hydro, nuclear fission - for making electricity today. The world is spending about \$1bn a year on fusion research and development (R and D).

Moreover, this investment is mainly in exploring basic physics of fusion reactions; using apparatus such as Jet, and not in developing the technology and engineering of fusion power reactors.

Even after several decades of research, no one yet knows how to harness the thermonuclear reactions of a hydrogen bomb explosion in a way that will release heat slowly, safely and controllably.

Dr Hope rates the chances of eventual success - that this research will ever demonstrate the technical feasibility of fusion power - as being between 30 and 70 per cent. Should it prove unfeasible, he says, the costs of fusion R and D will bring no economic return.

Even if fusion proves technically feasible it may be too costly to compete successfully. The competition, looking 30-40 years ahead as the earliest possible date for commercial fusion reactors, will be the fast breeder type of fission reactor.

As viewed today, fusion appears

to offer such advantages as virtually limitless availability of fuel and fewer management problems, for example with radioactive wastes.

The cost of harnessing such powerful reactions safely, however, and of frequently replacing expensive reactor parts destroyed by the intense radiation, could put fusion power beyond the cost of fast reactors. Fast reactors have already been shown convincingly to work, and may yet be shown to be an effective way of consuming radioactive wastes.

Dr Hope draws the "very tentative" conclusion that "no country, however large, would be economically justified in going it alone on fusion R and D solely to supply electricity for its home market." Only if it expected to dominate the world market for fusion reactors would such a solo effort be justified.

He concludes that a collaboration in which 20 nations each contributed a 20th of the cost to secure a 20th of the benefits - should they occur - could be justified economically.

To try to avoid the risk of a self-perpetuating activity, the European Community agreed to fund only Jet's construction and a service of experiments expected to last until 1991. There is no "next project" being planned at Culham.

The next fusion experiment could well cost five times as much as Jet, the scientists say. It may be so costly that a still wider collaboration,

even worldwide, may be necessary. Adjoining Jet, linked by a bridge, is the Culham laboratory of the UK Atomic Energy Authority, one of the world's leading fusion research centres and the support laboratory for Jet.

The laboratory spends about £18m a year on fusion research. But it also earns money from the sale of its skills in high technology, for example in the design of high-power lasers, needed to extract data from the heart of an apparatus such as Jet.

The latest of Culham's commercial spin-off ventures, planned to start this spring, is an R and D club for companies for whom "struck by lightning" can spell commercial disaster.

The club - to be called the Culham lightning studies unit - will use its expertise and equipment in generating immense pulses of electricity for such machines as Jet to make artificial bolts of lightning. Such bolts can be up to 1m volts, with currents as high as 200,000 amperes. At close range the thunder-clap is so loud as to be painful.

Companies likely to join the club include Westland Aircraft, for whom the increasing all-weather use of helicopters in the North Sea is posing problems in storms. The unit has a model helicopter it plans to fly through the "worst lightning environment we can imagine," in a programme designed to find better ways of protecting the aircraft.



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International groups vie for satellite deal

BY MICHAEL DONNE, AEROSPACE CORRESPONDENT

TWO INTERNATIONAL groups, both headed by UK companies, have submitted bids for the International Maritime Satellite Organisation (Inmarsat).

Because of expanding demand, Inmarsat expects to lease additional satellite capacity in the next year or so, especially on another European satellite, Marecs B-2, which is expected to be ready for service in January, 1985.

By April this year, 2,350 ships were equipped for the Inmarsat system, providing ship-to-shore, shore-to-ship and ship-to-ship communications. There are 10 land-based receiving and transmitting stations in the U.S., Japan, Norway, the UK, Kuwait, Singapore, France and Brazil, giving virtual global coverage.

British Aerospace's Dynamics Group and Hughes Aircraft of the U.S., jointly head one group; the other is headed by Marconi Space System together with Ford Aerospace and Communications of the U.S. and Aerospaciale of France.

The Inmarsat system provides satellite communications for worldwide shipping and offshore industries. The system uses a U.S. Marisat satellite, the European Marecs B, and sub-systems on three satel-

Directors say technical education inadequate

BY JOAN GRAY

BRITAIN is falling behind its continental European competitors as a result of the poor image of vocational and technical education, according to the Institute of Directors.

In a submission to Sir Keith Joseph, Secretary of State for Education and Science, the institute urges major changes in Britain's education system to close the gap between education and employment.

It wants to alter the balance of a system which produces a workforce in which only 30 per cent are vocationally qualified, compared to 60 per cent in West Germany.

The institute says that the world of work and schools should be brought closer together. It urges stronger links between schools, polytechnics and universities and more management disciplines introduced into education.

It wants teachers in training to spend some time in industry or commerce and qualified teachers to combine industrial or commercial experience with in-service training. It argues for a "proper balance" in pre-university education between specialised academic work and industry's needs.

The institute also urges that the polytechnics should be firmly re-directed to being centres of excellence in technical subjects.

It comments that, even with high unemployment, there are shortages of skilled technicians which could be remedied if polytechnics were encouraged to run suitable courses.

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UK NEWS

Clinical trials begin soon on genetically engineered drug

BY CARLA RAPOPORT

CLINICAL TRIALS for the first widespread commercial uses in Europe of a genetically engineered drug—to speed the healing of broken bones and severe burns—are to start this year.

The trials, which will take place in Western Europe, will administer genetically engineered human growth hormone (HGH) to patients suffering long-bone fractures as well as seriously burned patients. In both cases, HGH is expected to accelerate the healing process significantly.

To date, HGH has been used only to treat pituitary dwarfism, a relatively rare disease. The two other genetically engineered products, human insulin and interferon, have yet to find widespread commercial acceptance or applications.

The new clinical trials of HGH will be carried out in Europe by KabiVitrum, the Swedish-based pharmaceutical and nutritional products company. Mr Nils-Olof Johansson, vice-president marketing of KabiVitrum, said recently: "To have abundant supplies of a hormone which causes no side-effects and which has a number of applications to diseases which have no cure, I think we are talking about a breakthrough in medical technology."

KabiVitrum developed the process to make HGH, which it will market as Somatomorm, with Genentech, the U.S. biotechnology company. Genentech is also expected to begin clinical trials on the new uses for HGH this year, but only in North America.

Under its agreement with Genentech, KabiVitrum has the rights to market Somatomorm outside North America, but will pay royalties to Genentech for using its biotechnology process in making HGH.

The results of clinical trials of the product on children with pituitary dwarfism are expected this year, according to KabiVitrum. "They are encouraging," said Mr Johansson. "The children are growing perfectly well, with no side effects." He said that product licences to market the drug for this disease are expected in Europe by early next year.

The new clinical trials on bone fractures are likely to be concentrated in Britain, a centre for this area of research. The burn studies will be concentrated in Sweden, which has extremely advanced burn treatment centres.

Mr Johansson said that HGH would most likely be used for patients with fractures that had not healed normally, primarily those in

older people. "Young people are rapid healers. We will concentrate on those patients which can benefit most from the treatment." In the case of burn treatment, the company will be initially aiming to help patients in danger of dying from their wounds.

The ability to manufacture HGH through genetic engineering was developed in the late 1970s by Genentech. KabiVitrum has been a world leader in extracting HGH from humans since 1968, but has been limited in its research in this area because of the limited availability of suitable donors. The hormone can only be removed after death. It has recently completed a new plant to make HGH in Sweden. The British subsidiary of Ciba-Geigy, the Swiss drug company, is appealing against a recommendation by the UK Committee on Safety of Medicines (CSM) to withdraw the anti-inflammatory drug oxphenbutazone because of its side-effects.

The drug is commonly prescribed for the treatment of arthritis, but the CSM says that safer alternatives are available. The committee recommended last month that all oxphenbutazone products, except for eye drop preparations, should be taken off the market.

EEC farm deal defended by Tugendhat

By Richard Mooney

BRITISH farmers were not treated unfairly in the recent cost-cutting Brussels agricultural package, Mr Christopher Tugendhat, vice-president of the EEC Commission, said at a meeting of East of England Conservatives at the weekend.

He admitted that British, West German and Dutch farmers had suffered support price cuts in their national currencies while the others had been granted increases.

"However, this line of reasoning overlooks two vital points," he said. "One is that inflation rates differ widely within the Community. In those countries in which nominal prices have risen, inflation is in general higher than in the UK."

"The other is that in Britain, Germany and Holland, farmers were getting significantly higher prices in real terms before the settlement than those received by their opposite numbers in other member states."

He claimed that even after the settlement, British support prices were still about 1% per cent above the levels ruling in the majority of member states, including France, Denmark and Ireland.

Mr Tugendhat said the fact that British dairy farmers would be forced to make bigger cuts in milk production reflected their higher rate of increase in recent years.



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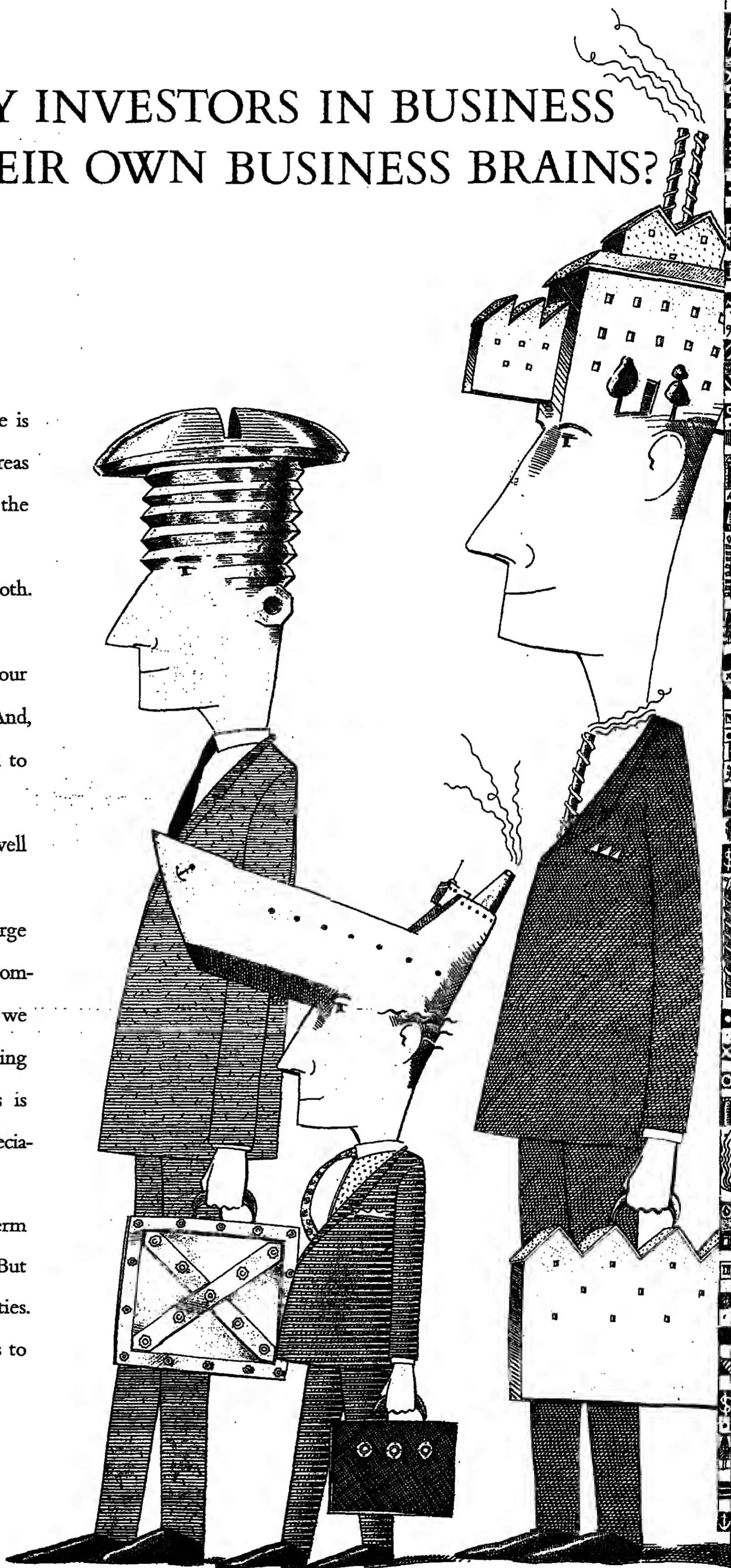
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THE CREATIVE USE OF MONEY



THE MANAGEMENT PAGE

EDITED BY CHRISTOPHER LORENZ

BRITISH COMPANIES have come to realise—some through painful experience—the need to speak up persuasively in Brussels and Strasbourg if they are to ensure that their interests are not bypassed. As the European parliament (based in Strasbourg) has grown in importance since 1980, it has more and more been the target of this attention.

"After key debates you can hardly fight your way through the crowd of lobbyists outside the chamber," says Derek Prag, MEP for Herefordshire and himself a former lobbyist.

"Far more British companies go to Strasbourg now," says Peter Anderson, European specialist with the Charles Barker public relations group. "The European parliament really can take action to support an industry—for instance, it watered down the Commission's proposal for recycling drinks containers when it was approached by the drinks industry."

Lobbying is seen as a perfectly legitimate activity and there is currently no control on lobbyists or even a register of MEPs' interests, though one has been proposed. MEPs are frequently retained as consultants to interest groups.

While the parliament is commonly regarded as toothless, the fact is that since a decision by the European Court in 1980, no measure can become law unless and until its opinion on proposed legislation has been formally transmitted to the Council of Ministers. Effectively it now has the power of veto. And with an elected parliament instead of the previous appointed one, MEPs have become much more vociferous on behalf of their constituents.

However, legislation is initiated at the Commission and any company fearing for its interests would be wise to start there. "We try to consult as early as possible with the Commission to avoid real lobbying later," says Caroline Colvin, head of the CBI's European Community Department in London. "Then you need to stay tuned in, as issues can take several years to go through the mill. Even then you sometimes get taken by surprise."

"The Commission is one of the most open bureaucracies in the world," says Derek Prag. "The sooner it hears about objections, the easier it is to meet them. It really wants to hear outside views and solutions while it's drafting legislation. It's looking for help with information and statistics."

Most British companies have rejected the idea of setting up an office in Brussels as a lobbying springboard because of the

Knocking at the door

Colina MacDougall explains how business can best lobby the European Commission



"Legislation is initiated at the Commission and any company fearing for its interests would be wise to start there."

cost (£100,000 annually, at the last count by the CBI). The exceptions are mainly the multinationals like Shell and Unilever. A surprising number of Americans and Japanese have set up listening posts there and are often to be seen among the lobbyists.

In Britain the favoured option for the bigish company is the in-house specialist, who is often part of the public affairs department of the company and works part-time on Brussels business. Marks and Spencer, for instance, has a three-day-a-week Euro-man. "Before he started, we didn't exactly miss anything but we were always being taken by surprise at how far issues had gone," says one M and S man. "Now he's constantly going to Brussels and we're much better briefed."

An alternative approach is through the trade associations. With more or less efficiency, they represent their industry, gather information and put their views into Brussels, mainly through their European-wide organisations. The Commission prefers to hear from a trade association rather than a company, and indeed one senior Commission official recently told a multinational lobbying on its own account to push off.

Trade associations vary enormously in size and resources. Today many are short of funds because their finance comes

from members' subscriptions, and numbers have declined because of the recession. Furthermore, as one expert said, "the trade association's view is likely to be the lowest common denominator," and this is especially true at the European level where one can speak for 10 countries.

Unlike the trade associations, the CBI has its own small office in Brussels in addition to working through the Union des Industries de la Communauté Européenne (UNICE—the umbrella organisation for national industrial bodies). It handles industry-wide problems like the restriction of noise volume in factories or the effects of the 5th Directive—the so-called Vredeling directive—which would compel worker representation on company boards. It claims success in raising the ceiling on size of companies excluded from that directive from 500 employees to 1,000.

The CBI will also advise on companies' specific difficulties. "It's taking some people in Britain a long time to catch up with the Commission, especially if they don't trade with Europe," says Colvin. "They need help. Lots of our members aren't even aware that we have an office in Brussels. We try to take people over there, show them round the Commission, take them to Strasbourg, lay on lunch with suitable guests. We may be able to find

the right person to solve their problem."

Private consultants provide another option, "though people tend not to call us in until the situation's really desperate," one complains ruefully. Unlike practitioners of the Westminster art, consultant specialists in European lobbying in London can still be counted on the fingers of two hands, though in Brussels there are about 200 companies which do consultancy work. Some of these have English-speaking staff.

For businesses which just want to keep in touch ("and that's 90 per cent of good lobbying," says one EEC official), some companies provide digests of the daily flood of EEC paper. Some consultants have chalked up remarkable successes. In one case, a multi-million pound business faced extinction when the Commission wanted to ban meat tenderisers. The company tried to make representations through its European-level trade association but failed to generate support because its particular tenderising process is only used in Britain and Ireland.

Consultants then approached the Commission, but it refused to budge. However, at the committee stage the consultants managed to convince the Dutch and German members to alter "tenderisers" to "all forms of dangerous substances."

Not all lobbying works. For instance, in recent years the Brewers' Society has tried to persuade the Community to permit the old "tie" system—under which pubs buy all their goods from the breweries—to continue. But the Commission's new ruling, while allowing a version of the system, gives the pubs more freedom to purchase goods other than beer elsewhere.

British MEPs felt the brewers' case was badly presented at Strasbourg. Besides displaying a degree of heavy-handedness, one consultant felt the brewers had paid insufficient attention to MEPs of other nationalities—a common failing among British companies.

More important, as far as Europe was concerned, the brewers didn't have a good case. Their interests clashed with the Community's, which after all is there in part to encourage competition. On top of that, consumer organisations are strong in Brussels, and carry much weight with the Commission's directorate-general which handles consumer affairs.

But where a company has a sensible cause and makes a timely presentation, a well-run lobbying campaign can achieve its objective.

Cable television

Why entertainment alone will not produce the profits

BY RAYMOND SNODDY

A BLEAK, uncompromising—and unprofitable—picture of the future of cable television as an entertainment medium has been drawn by McKinsey, the management consultants.

With the first film channel to use cable already signing up its first customers and the 11 winners of new franchises now planning their networks and raising their finance, McKinsey has issued a general warning.

It maintains there is a danger that many people with the wrong managerial skills may be planning to offer the wrong sort of cable services and market them in an inappropriate way. Although new films will be a major attraction of cable TV, McKinsey believes that an entertainment-only service is never likely to achieve a positive cash flow—unless it is subsidised by a cable layer such as British Telecom.

"Total operating losses under optimistic assumptions (for a 100,000 home franchise) will reach £1m by the late 1980s and never be recouped," McKinsey concludes after a 15-month study of the prospects. McKinsey staff with experience in banking, marketing, electronics, telecommunications and advertising were brought together for a project called DICE—Domestic Information Communication and Entertainment.

"The fact that we called it DICE probably gives a view of the degree of risk and uncertainty with which we regarded the project," says Tim Breene, one of the two McKinsey partners involved.

The aim was to look at the broad issue of the impact of digital technology on the home and at how managers should be responding to the consequences of the deregulation of broadcasting and telecommunications and the growing competition in financial services.

A lot of work had been done, McKinsey believes, on the office of the future but little on the home of the future or what home banking and shopping would mean for retailers and clearing banks. "Our purpose was to evaluate the nature and pace of the development of the home of the future and to see

if it had any implications for today's business leaders or whether it was some futuristic cliché," says Breene, who has worked for both Mars and Unilever.

The DICE players believe that cable could act as a major catalyst for change—and new jobs—in British society. But it is only likely to fulfil this promise:

● If more major companies put their full financial and managerial weight behind it;

● If telephony services for both business and the domestic consumer are added to entertainment from the outset;

● If new and imaginative methods are devised to get cable into homes in the first place.

"The most significant problem facing the industry is poor management," Breene believes. Christopher Goodall, a mem-

The DICE team believes that in a franchise area covering 100,000 homes and with an average number of businesses the telephony revenues could be £24m a year at 50 per cent cable penetration—of which the cable operators would keep around £3.5m.

Revenues from entertainment-only systems would be between £7m-£8m a year at 50 per cent penetration, McKinsey believes. "We are talking about telephony adding 40-45 per cent to the total revenues of systems. But the incremental costs connected with offering it are not that substantial," suggests Goodall.

Instead of never breaking even on a cumulative cash flow basis, breakeven could occur in 1984, maintains Goodall, though he emphasises that pre-

radically changes the cash flows," says Breene, though he adds that the even larger initial investment necessary would be hard for the cable companies to contemplate.

McKinsey also suspects that the plans of most cable operators to market their services in tiers of channels at different prices as is done in the U.S. may be inappropriate for the UK.

"There was a danger that after initial enthusiasm consumers might trade down to a basic minimum number of channels. Operators should think seriously of creating one single package, including all channels, for a set price."

"One of the beauties of bundling, particularly when combined with penetration pricing, is that it makes any decision to disconnect an either/or decision," maintains Breene. He believes that once cable is in a house, some members of the family will like it and it will be much more difficult to decide whether to disconnect completely rather than cut out, say, just the sports channels.

McKinsey believes a national marketing organisation should be set up to carry out research to discover the most effective methods of packaging and selling cable television in the UK.

Although the risks may be great, McKinsey believes that in an era of deregulation early participation in the new market seems to be important for eventual success. McKinsey is following its own advice and taking part in the hope of helping to create a new consultancy market for itself both by encouraging participation and warning of pitfalls.

"It would only take half a dozen major companies co-operating where appropriate and then I think the industry is more likely to succeed," says Goodall.

Breene gives an even more optimistic hint of the future. "We are aware of quite a number of major players who are speculatively considering whether or not cable is something they should be responding to in the short term and have not announced their intentions yet."

... the addition of telephony through Mercury Communications will dramatically change the sums. Without telephony it looks as though entertainment-only cable TV is uneconomic.

ber of the DICE group and formerly of Rothschilds, the merchant bank, adds. "The new industry's chances of success depend on the extent to which companies are prepared to give it a whole-hearted managerial commitment as well as investment commitment."

"Those putting a whole-hearted effort into it lack the necessary experience and those who have the experience are only dipping their toes in," he believes.

The DICE team believes that the more successful the early franchises are the greater the prospects for long term success of cable. It will only take one cable channel to do badly.

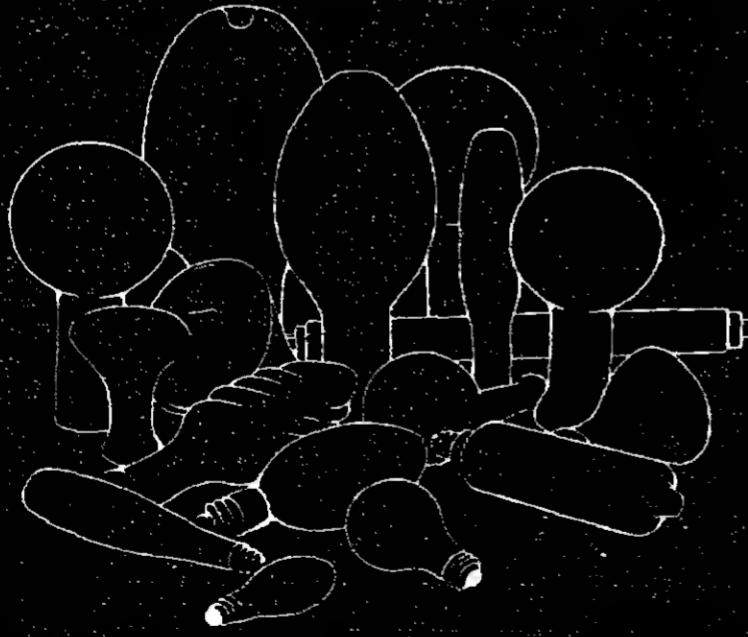
Goodall believes that the addition of telephony services through Mercury Communications, the private sector competitor to BT, will dramatically change the sums. "Without telephony it looks to us as though the entertainment-only cable TV service is uneconomic," he says.

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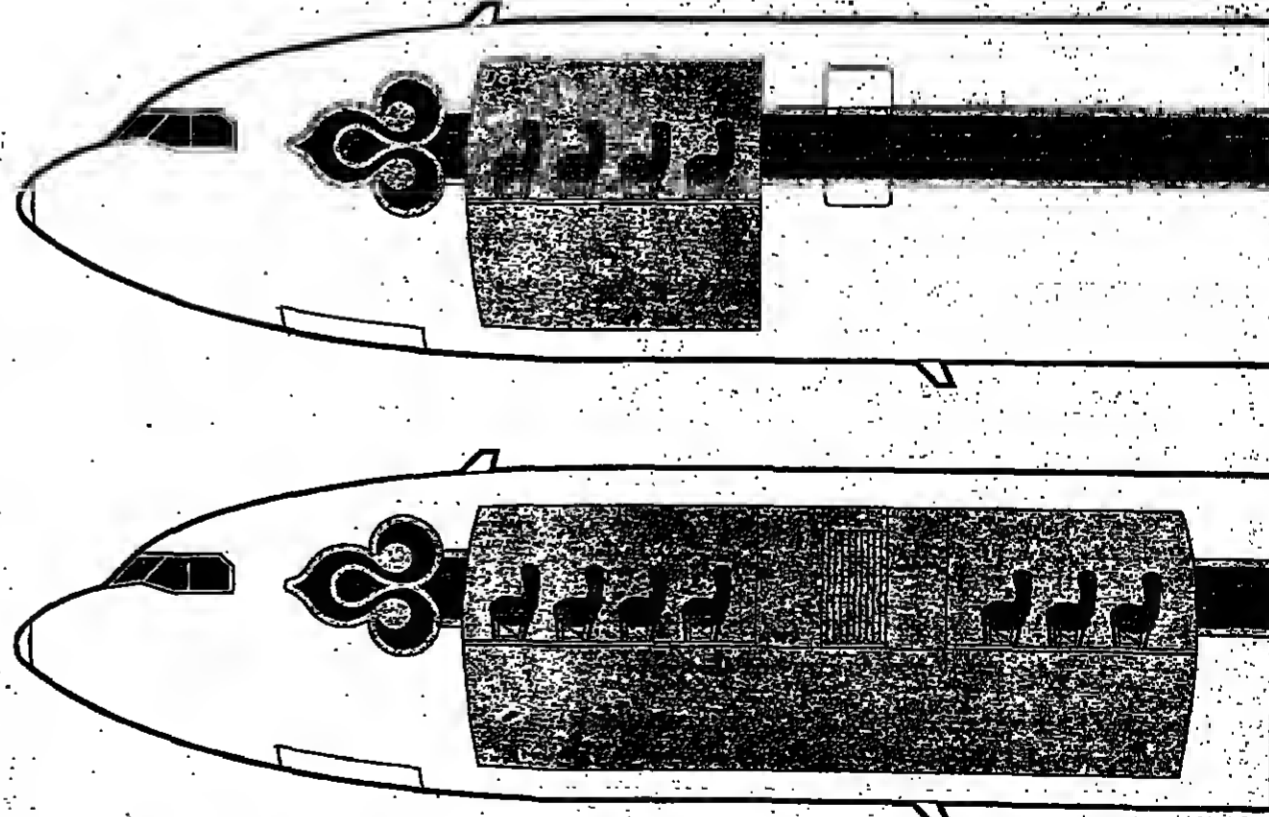


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Thatcher's Irish test

THE REPORT of the New Ireland Forum—giving the views of the main Irish political parties on the future relations between London and Dublin and between the Republic and Ulster—is due to be published this week.

The British Government indeed is facing a fundamental choice—whether to continue a policy that has achieved at best a partial success and which promises nothing better for the future, or whether to reassess the policy completely.

Preliminary leaks suggest that the report will contain a note of realism: a recognition that the economy of the South is no longer booming and that of the North is receding.

For the last decade, policy has consisted of seeking to contain the violence and enhance security, the occasional attempt at restoring some form of devolved government, and the odd summit meeting with Dublin.

Passivity

For the last decade, policy has consisted of seeking to contain the violence and enhance security, the occasional attempt at restoring some form of devolved government, and the odd summit meeting with Dublin.

Policy has also been conducted with a passivity bordering on carelessness. At no stage has the Irish question been at the top of the British political agenda.

There should be two starting points once the forum report is published. The first is that there can be no question of British withdrawal from Ulster until something resembling peaceful conditions is restored.

Patent licensing and competition

OF ALL the countries forming the European Community, the UK probably has most to lose by a legal regime hostile to the commercialisation of innovation and industrial development.

As none of the other member countries matches British involvement in the export of technology, the Commission was unprepared for the avalanche of notifications which descended on Brussels after the UK's accession.

Unrealistic

However, the Commission has never given up the idea completely and the draft which it has now produced—but not yet officially published—is an improvement.

A NEW PHASE begins today in the London securities market as the outlines of what life securities will be like in the future for British stockbroking and market-making firms take shape.

Stock Exchange relaxes overseas trading rules

The fight to win back foreign business

John Moore, City Correspondent, reports on today's important move in reshaping the London markets: the launch of international dealerships

At the same time commissions on transactions carried out on deals in overseas securities will no longer be fixed in relation to a minimum commission scale imposed by the Stock Exchange.

Until now, institutions have found trading overseas through British securities firms extremely cumbersome.

The Stock Exchange agreed to implement what is being directed straight into the hands of the likes of Merrill Lynch, where the research, local knowledge, and flexibility to deal, gave them the edge.

Impetus from relaxation of exchange controls

with greatly increased participation by foreign financial groups. However, the plans for international dealerships were under consideration before the momentous developments of last summer.

In the early 1970s it was recognised that Stock Exchange firms needed a set of rules which allowed them to take more advantage of foreign business which was drifting away from London firms to international securities houses with London offices, which offered a more flexible service.

Secondly, British stockbrokers will be allowed to act as principals and jobbers will have the freedom to deal not just with members of overseas stock ex-

changes but with the ultimate customer for a foreign stock. This will ensure a more flexible service.

However, the Stock Exchange has balked at a total liberalisation of the system, which would involve breaking down the present barriers in London between principals, who are able to take on stocks on their books, and agents (or brokers) acting for clients.

Under this rule, the Stock Exchange permitted companies to be created by its member firms which could then compete on equal terms with local securities firms in overseas markets.

The rule 60 company is a member of a foreign stock exchange or trading association—not the London one—and follows the rules of those bodies.

The new system changes much of this. Firstly, the international dealerships will be members of the London stock market.

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The dealing room at Akroyd & Smithers

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out the direct participation of Security Pacific, the U.S. bank, which has a 28.9 per cent stake in the brokers. The subsidiary will be 100 per cent owned by Hoare Govett.

Cazenove, with a reputation as the City's most astute broker, raised its profile recently with the announcement of an international dealership but again without any outside involvement.

Like other firms starting out in a modest way in the first instance, Cazenove is to concentrate on linking up buyers of overseas securities and sellers in matched deals, a route which requires limited capital compared with a market-making role.

At Akroyd & Smithers, the stockbroker, the plans are more ambitious. Mercury Securities, the parent company of merchant bank S.G. Warburg, has taken a 29.9 per cent stake in Akroyd and Akroyd shortly after formed a link with Rowe & Pitman, the stockbroker.

This will not go live until October, says Mr Raven, "when we have new office space and our telephone communications system is in place. But to take advantage of the new rules we have decided to form a new company 100 per cent owned by Akroyd as a shorter-term measure and that will go live on April 30. All dealing in overseas securities will be transferred to the new company."

At Strauss & Thornhill, which has a 29.9 per cent stake, a three-way link-up between Strauss, Societe Generale, and Hambros Bank has just acquired a 29.9 per cent stake, a three-way link-up between Strauss, Societe Generale, and Hambros Bank has just acquired a 29.9 per cent stake.

We'll let other people make the mistakes

an international dealership with £10m of capital. Strauss Thornhill says it is "not in a hurry. We want to live with the international dealing company until early autumn. We will let the other people make the mistakes."

What will it mean for the institutional client? "I had a client who wanted to invest of £150,000. Western Mining shares and I could place only 100,000. I would be able to take 50,000 of the stock I couldn't place on to our books whereas in the past the 50,000 shares might have had to be left with the client," said one broker.

There is still an enormous selling job to be done with the institutions to win back some of the "business" lost to the Americans. All firms are anxious to explain their services to clients in London. "We have got to get out on the road," said another jobber.

International dealerships will allow securities firms in London to prepare themselves for dual capacity and the arrival of all negotiated commissions. The immediate question is whether the move can achieve its objective of winning business away from competitors at a time when the Stock Exchange rules have not been wholly relaxed.

Newbigging joins MacGregor team

An unexpected change in careers for David Newbigging at the ripe young age of 50 might be described as: out of the quick frying pan and into the fire.

He served for 30 years in Hong Kong with the trading group Jardine Matheson, became chairman (or chairman) in 1971, and was finally ousted by Simon Keswick last year after a battle with the Keswick clan.

Today he joins another chairman under pressure. He becomes a part-time member of Ian MacGregor's National Coal Board in London.

As one of the five part-time members of the board he will serve for three years initially—but his term could be renewed.

MacGregor has considerable respect for the role of part-time non-executive board members. As a part-time member of the BL board he exerted personal influence in the late 1970s upon the stand by the management of the car group against union militancy.

Newbigging is seen as a welcome reinforcement to the stern MacGregor line during



"If you must know I get the job by lying about my age"

Men and Matters

current NCB board-room discussions on the miners' strike. Newbigging was born in China and joined Jardines in 1954.

Coal mining will not be his only concern in London. He has been made a non-executive director of Provincial Insurance from April 25, and is also to join the board of Provincial Life Assurance Company.

His man in New York was in good, gay form. He not only supplied colourful comments on the company's strategy and dealings in world sugar; he also had some pungent comments on others involved.

One competitor, he said was "hoping to nail us to the wall." Another he referred to as "these vultures." But perhaps the biggest gaffe was to describe representatives from a leading sugar exporting nation in unflattering terms.

Competitors are gleefully passing on the remarks.

All blacked? In New Zealand Rugby football is a religion, and its gods are the tough men who wear the All Black Rugby jersey.

Thus it is that shock, anger, and bewilderment are mild words to describe current feelings among a large body of New Zealand players and supporters. So high are feelings running that there is a move by players, supporters, and some top Rugby officials to break away from the International Rugby Board (a cabal of eight nations which determines the rules of the game).

As cynics may have already concluded, money rather than

Sweet revenge

Red faces on the London sugar market—one of the brokers, Woodhouse Drake Kay made a mistake and included a highly confidential telex from its New York office with its routine market report circulated to clients and competitors.

Their man in New York was in good, gay form. He not only supplied colourful comments on the company's strategy and dealings in world sugar; he also had some pungent comments on others involved.

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Sky high

Can a mere mortal comprehend the enormity of the U.S. national debt? LEW Futures of London has passed on some figures, worked out by the American Bankers Association which strive to put the matter into perspective.

By next year the debt, it stacked up in paper money, would comprise a pile of \$1,000 bills stretching 120 miles into the air.

And the bankers add that by the end of President Reagan's first term the debt added under the administration will have exceeded the cumulative debt of all previous presidents.

Now that's a style.

Mean time

Did you hear about the Andorran odd-job man who was asked what his average weekly income was? "I couldn't say," he replied. "The average varies so much."

Observer

Advertisement for Ladbroke Index. It features the headline 'Either way you can win.' and includes a coupon for requesting a free introductory brochure. The text describes the Ladbroke Index as a way to profit from falling stock shares and rising interest rates.

Selfies 1110

VOLVO

A Swedish power battle

By Kevin Done, Nordic Correspondent, in Stockholm

THE THUNDER is rolling again around the heavens of Swedish industry. An intense power game is being played for control and influence at Volvo, the Nordic region's biggest industrial corporation.

Much of the battle is taking place behind the closed doors of the boardrooms of some of the country's major corporations and banks, but the sounds of the fray are reaching the outside world.

Under the leadership of Mr Pehr Gyllenhammar, Volvo has always prided itself on standing aloof and independent from the power constellations traditionally associated with the country's two major banks, Skandinaviska Enskilda Banken and Svenska Handelsbanken.

For several months, however, that independence has appeared to be coming under increasing threat as the so-called Wallenberg group, of which S-E Banken is a part, has bought aggressively into the company, in the process putting together the largest single block of voting shares in the group.

The latest sign of this shifting power balance came a few days ago, when Mr Gyllenhammar's last year Volvo chairman and group chief executive, suffered an unprecedented defeat at the hands of his own board, which voted his plans for a \$100m share issue in the US to be put off.

Doubts are expressed privately in Swedish financial circles about Mr Gyllenhammar's ambitions to establish himself as a major public figure on the world stage and an industrial statesman, rather than concentrating on running the affairs of Volvo.

His handling of the heavily loss-making oil trading subsidiary, Scandinavian Trading Company, has courted serious criticism—STC losses and provisions cost Volvo more than SKr 1bn (£91m) last year and Volvo had to pump in SKr 760m in new capital to keep it afloat.

At the same time Mr Gyllenhammar has placed his own prestige heavily on the line as leader of two groups of top European and Nordic business-

men trying to stimulate enormously ambitious industrial and construction projects in Europe. Few doubt his tactical ability, however.

In a move to stymie the latest Wallenberg powerplay, Volvo has established a new alliance with the one major source of financial and industrial power in Sweden that is big enough in its own right to neutralise the influence of the Wallenberg federation, namely Skanska Cementgjuteriet. Skanska is the country's biggest construction group, but it is also one of Sweden's largest and richest investment companies with an extensive portfolio of stocks and property.

Most importantly, it is also willing to exercise its muscle, as witnessed last year when steam-rollered its way into control of Sandvik, the special steels and tools group, after having been dismissed with the way the company's affairs were being conducted.

The current battle for power around Volvo has arisen in the vacuum left by the death of some 18 months ago of Mr Marcus Wallenberg, the man whose family has headed the most powerful banking and industrial dynasty in Sweden.

Marcus Wallenberg held an almost legendary position as the leader of Swedish industry and business, both at home and abroad. He was a vital link between the industrial and media sectors and a member of the Social Democratic government which ruled Sweden during the decades of his emergence as a modern industrial state.

His relationship with the political administration was cordial but respectful and restrained, a far cry from today's far more uncertain climate where relations between government and industry have become heavily politicised, not least by issues such as the introduction of wage-earner funds.

Mr Gyllenhammar has been more than ready to assume the mantle left by Marcus Wallenberg, but it is clear that he hardly fits the mould.

The Wallenberg federation—no formal group exists—takes in many of the heights of



Volvo chairman Pehr Gyllenhammar (left), Marcus Wallenberg, the late Swedish industrial leader (centre) and his son, Peter, who now leads the Wallenberg camp

Swedish industry and banking, including S-E Banken, Sas-Sensia, Ericsson, Atlas-Copco, Alfa-Laval, SKF, Assa, Stora Kopparberg and Electrolux.

Many of the important shareholdings in these groups are held by two investment companies, Investor and Provident.

Mr Peter Wallenberg, Marcus's son, is chairman of both—as well as by a number of allied trusts and pension funds. The same names turn up again and again on the various boards.

Volvo has traditionally lived outside this sphere, but in 1982 in the last months of Marcus's life it was allowed access to the federation—with the old man's imprimatur—and there were strong signs of rapprochement emerging between Volvo and the Wallenberg group.

Volvo moved in to acquire 25 per cent stakes in both Atlas-Copco, the engineering group, and in Stora Kopparberg, the forest products concern.

to the Volvo investments, in 1982 Pehr Gyllenhammar became a full member of the board of S-E Banken, and also a member of the board of Atlas-Copco, a company where Peter Wallenberg has spent much of his working life, since 1970 as chairman.

Last year Mr Gyllenhammar also moved on to the board of Stora Kopparberg where Peter Wallenberg was already vice-chairman.

Initially there were strong doubts about Peter Wallenberg's ability to step into his father's shoes, but over the last year the Wallenberg camp has regrouped under his leadership and has started to reassert itself more strongly, challenging the upstart Volvo's wider role in its traditional sphere of influence.

In August last year Investor Tools merged with Volvo's control of a block of shares with more than 5 per cent of the voting rights in Volvo. Together with other purchases and existing shares, interests associated with the Wallenberg group have built holdings that control approximately 15-20 per cent of the Volvo stock, the largest single voting block.

"They have been ready to pay a premium for the stronger voting power of Volvo A shares," says one investment banker in Stockholm. "That must mean that at some time they want to wield power."

Most piquantly, the chairmanship of S-E Banken itself fell vacant as these share transactions developed.

The main rival candidates were Pehr Gyllenhammar and Peter Wallenberg.

Each lacked the overwhelming strength to overcome the other, and as a result they stalemated.

The chairmanship went instead to the banking professional, Mr Curt Olson, the bank's deputy chairman, an acceptable neutral choice for both camps.

In recent weeks he has begun to forge the new alliance with Skanska, designed to hold in check the Wallenberg interests and ensure Volvo's—and his own—scope for independent action.

Service costs of Sunday trading

From the Director of the Oxford Street Association

Sir,—Colin Paterson of the Retail Consortium is by no means unrepresentative of the trade's views on Sunday trading, as Mr Fletcher of ASDA suggests in his letter of March 27. This association, in its evidence to the Home Office inquiry, remarked on its serious concern about the implications for retailing's infrastructure, which are glossed over or ignored by Mr Fletcher.

The increase in trade for those who open on Sundays in Scotland, which has no relevance to the major English conurbations, or for those elsewhere who currently float the law, is an unsatisfying and as ephemeral as the early gains for retailers who offered Green Shield stamps.

To argue that consumer spending will increase in proportion to trading hours is to offer a simple solution to our economic problems: open all shops for 24 hours a day and the retail boom would revive manufacturing industry at a stroke.

Mr Fletcher states that to spread "fixed" costs over longer trading hours is an indiscretion. But fixed costs are not retailing does not operate in isolation from society. Should one or two of our important stores take advantage of total freedom to trade, and given the competitive state of the market, this would lead to an Oxford Street "open on Sundays."

We would then need changes in the physical distribution system and improvements in banking and postal services, public transport, policing and traffic control, hospital, ambulance and fire services, and of the multifarious and expensive public services such as street cleansing, refuse disposal, traffic wardens, trading standards officers and other local authority personnel.

With Oxford Street trading on Sundays, would not Brent Cross, Croydon, Wood Green and all other London shopping centres follow suit? To assume that the increased costs of such infrastructure services would be disproportionately less than any assumed increase in revenue is surely to ignore the Sunday overtime rates, public and in some cases, treble the standard.

Retail enterprise, as Mr Fletcher rightly points out, exists to provide a profitable service to the public. But it also has an obligation to its staff, the majority of whom are female, often wives and mothers. Sunday is the one day still consistently free for family pursuits. I regret that Mr Fletcher made no mention of the impact of Sunday trading on the staff em-

ployed in retailing, who should be its prime asset. Harry Shepherd, 49, Wellington Street, WC2.

New enterprise in 'grey areas'

From Mr Brian Robson

Sir,—Research into the workings of parts of several major cities in the UK has convinced me that failure to recognise the role which certain of these parts play in the local economy is one reason for our flagging national economy.

It is acknowledged by many here and abroad that nearly 30 new enterprise starts in cities or towns. It can only do so there, and only then if there is a large and healthy pool of goods and services to support it—and all of which it in turn becomes a part.

What is perhaps less widely acknowledged is that the major seed-beds of enterprise are quite specific parts of towns and cities, namely the overlap areas between the "core," centre or heart, and the inner residential and mixed-use areas.

What gives cause for alarm is that public policymakers and commercial interests have been systematically pouring weed-killer on these valuable seed-beds for several decades.

- (a) High employment (or work) density;
- (b) Most of the employment (or work) not registered or known by the local authority;
- (c) Slightly run-down appearance;
- (d) Cheap accommodation;
- (e) Great vulnerability because of b and c.

These are the "grey areas" ripe for ring roads, parking lots or clearance for no clearly understood motive.

This, of course, destroys not only the activities within the area but, in destroying the links with areas inside and out, also adversely affects those other areas and the general economic health of the town.

Even when such an area is cleared for redevelopment of a positive nature the result may not be advantageous to the local economy because local firms are then likely to be priced out of the area. A "ceiling" would describe a way to limit the money, except for rates and wages, goes outside instead of recirculating in the locality. (The dangers of foreign ownership to the national economy are well known.)

Letters to the Editor

with a fine system of new roads. In some cities, however, some such areas have survived the depredations of anachronistic planning theory and the money market.

This letter is really a plea for their positive conservation, possibly by use of commercial improvement area legislation, although it must be emphasised that such areas are essentially mixed-use. They also include retail, service, pubs, cafes and residential use, the latter having a significant effect in stimulating economic activity in the area.

Manufacturing and services in such areas are frequently of a specialist nature with a retail outlet, sometimes representing the reason why some people go to the city at all.

Hence the necessity for a near-central location, but all these form part of a matrix of interrelated activities. Some of the area of mutual support but occasionally grow to the extent of being able to carry out their own servicing, canteens and the like.

Only then does an industrial estate location become really feasible, although the advance factory sheds out of town are suitable for low employment activities needing bulk storage only occasionally.

- (a) Security and confidence from redevelopment and road blighting; protection from the depredation of economic forces, including rates.
- (b) Given the ability to tailor legislation to local need, these areas given "activity conservation status" should recommend at least the same sort of support as that given to major conservation towns, but with a different emphasis.

It is perhaps no accident that these conservation towns appear to be burgeoning economically, with unemployment mostly well below the national average.

Such a solution might be a meeting ground for partnership schemes between central and local government to the advantage of each. Most politicians, central and local, are people of good will who would like to take any steps to revive the economy.

Brian Robson, School of Architecture, University of Newcastle upon Tyne.

Rents in enterprise zones

From Mr D. S. Redfern

We in Britain cannot put privately-owned land back to communal ownership, but we can ensure that the community recoups its own through taxation.

Pakistan denies A-bomb allegation

From the Minister (Information), Pakistan High Commission

Sir,—You reported on March 27 that a spokesman for the Indian Foreign Ministry had alleged that Pakistan had made an atomic bomb and that China had helped to explode it in northern China.

Independent still

From the Chairman, Marplan

Sir,—Anthony Thorncroft's report (March 29) on the nuclear research industry was surprisingly imprecise in its reference to Marplan and Research International.

Efficient collection

From Mr P. Tarrant-Willis

Check the convenience on your way home tonight.



Between them, the various garage services payment cards now being thrust at you have probably caused you to wonder about the costs of running your vehicle fleet—and the effectiveness of your present expenses control procedures.

As many businesses have come to recognise, a card-based system can be the ideal answer—providing of course they pick the right card.

Dialcard is accepted at no less than 8,500 garages and filling stations. Its coverage is therefore exceptional—and is not confined to a particular brand of fuel.

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In contrast to cards which are for fuel only, the basic Dialcard system is also valid for the other items of expenditure that running a company vehicle involves—servicing, repairs, tyres, exhausts and batteries.

To give you optimum control of vehicle operating costs, Dialcard provides you with monthly analyses which detail each separate transaction, supplemented by comparative costs-per-mile, fuel consumption and cumulative mileage figures for every individual vehicle in your fleet.

With Dialcard, you automatically obtain the kind of accurate, up-to-date management information that helps to increase the accountability of your fleet as an overhead.

Lombard

The great jobs puzzle

By Samuel Brittan

THE continuing rise in UK unemployment during a period of vigorous economic recovery is not only distressing, it is also puzzling. Whatever the fundamental reasons which have caused the unemployment average to rise from one business cycle to the next, one would expect unemployment to fall, or at least level off during the upturn phase.

For a time last autumn it looked as if it was happening. In October and November seasonally adjusted unemployment did indeed fall. But it started to rise again in December. Taking the whole period since September, which has been clear of the effects of recording changes, the average would show a rise of 0.2 per cent, which is still almost level.

To make matters worse, vacancies which have often proved a better indicator and had earlier been rising rapidly have fallen by 18,000 from the peak of 167,000 which they reached in the autumn.

It is still possible that various distortions are affecting the figures. For instance, the number of people in special employment and training programmes has fluctuated, and vacancies have been affected by the ebb and flow of people from community programmes. Moreover, the seasonal corrections may not always be right.

But it would be wishful thinking to suppose that all is wrong in statistical error, which may alter after point in either direction.

The continuing climb in unemployment is all the more puzzling because of all the signs, for instance, in the latest CBI report of the economic recovery broadening out and of the greater likelihood of the Treasury's 3 per cent growth estimates being exceeded than of its being missed.

The saloon bar explanation is that whatever happens to orders and output, most employers will do anything other than take on workers. A rational reason for this refusal might be that wages and other employment curbs (including the risks of having to pay redundancy money) are too high. While this may be so as a general tendency, there is

no evidence that real labour costs, as experienced by employers, have risen over the last year or two. The element that has changed is orders, output and business prospects—all favourably.

The explanation may simply be that productivity is rising faster than expected. The latest estimate suggests that output per head has been rising by 61 per cent per annum in manufacturing and perhaps 24 per cent in the whole economy; and the figures could be underestimated because of the deficiencies of production-based series.

To keep unemployment stable, output has to rise by at least as much as the sum of productivity increase and the rise in the civilian labour force. The latter is expected to rise this year by 160,000 or 0.8 per cent of employees—a temporary peak. So if recent productivity trends continue, output would have to rise by about 3 to 3½ per cent for unemployment to level off.

The Treasury originally expected productivity growth to slow down after the burst in recent years. If it had not done so, and if indeed it has been at a higher rate than officially estimated, this would be some explanation of the continued upward creep in unemployment. But this may not be so. It is possible that the 80,000 rise in employment between March and September 1983 came partly from outside the ranks of the registered unemployed. This would be likely to be so, if the majority were women, as some evidence (in the absence of full data) suggests.

There is no space here to suggest policy. But it may be that the economy can take a somewhat faster increase in monetary demand than previously assumed without inflationary consequences. If, as many City commentators suggest, the Budget and monetary policy are more stimulative than officially admitted, this may be no bad thing, provided that the extra demand does not leak into higher wages at the expense of jobs. It is for this very reason that the Chancellor wants to play down the stimulus and emphasise the tight money aspects still in play.

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Terry Byland on Wall Street

Backing the big winners

GAMING stocks, which in the past have provided Wall Street with drama and thrills, are now establishing themselves as reliable performers in a stock market no longer keen on too much excitement. The leading gaming related issues including Resorts International, the toymen of the Atlantic City operators, Caesar's World and Golden Nugget, all turned in significant increases in share earnings last year and are expected to do the same in 1984.

Nevada, where gaming business took a knock after Atlantic City had entered the scene, continued to stage a recovery last year, when statewide gaming revenue advanced by 9 per cent to \$3.2bn. At Atlantic City, the aggregate net win - the industry's profit - was up by 19 per cent to \$1.8bn, without any of the additional capacity which have been associated with earlier growth.

The Nevada hotels/casinos depend more heavily than Atlantic City on the hotel-based visitor, who is staying at least overnight and whose custom reflects the well-being of the American and Pacific economies as a whole.

Las Vegas, which has felt the reduction in the flow of Mexican, Chinese and Arab visitors, turned in its lowest percentage increase in year-on-year win, according to the Nevada Gaming Control Board.

The Nevada gaming industry is fighting to regain its former status, chiefly by offering improved hotels and facilities and strongly promotional air fares.

The state is already showing signs of benefiting from the strength of the U.S. economy and the consequent upturn in the business travel and convention market. With the Olympic Games in prospect pre-booked convention sales

U.S. GAMING STOCKS

Share price	% chg	P/E ratio
Resorts Int.	43%	13.6
Golden Nugget	10%	10
Caesar's World	12	14
Golden Nugget	52%	15
Bally's Park	14%	16

are substantially ahead of last year. Hilton Hotels in Las Vegas are now running at 80 per cent of capacity, against 68 per cent a year ago.

Among the sector leaders, both Caesar's World and Golden Nugget have major casinos in Nevada and are trying to attract the high-rollers who are thought more likely to respond to the Nevada name than to that of Atlantic City.

But a questionmark must hang over whether Nevada can recapture the double-digit growth rates of the early 1970s. The strongest growth prospects still seem to lie in Atlantic City, now that the brief standstill in the extension of existing casino space appears to be over. Holiday Inns, the only operator of two casinos in Atlantic City, is opening a substantial extension of its Harrah's Boardwalk Casino and Caesar's has similar plans to add to its Boardwalk Regency. These extensions alone will increase casino space in Atlantic City by 17 per cent.

In the past, increased casino space has meant increased net wins at Atlantic City. The last big leap forward came in 1982, when a 33 per cent increase in casino floor area was translated into a 38 per cent rise in the aggregate net win.

Casino capacity will rise another 20 per cent by the end of next year (1985) as Hilton Hotels opens its Marina Hotel and Bally's Park Hotel extends its existing premises.

The increased muscle of the conventional hotel groups in Atlantic City underlines the new threat to Nevada that the East Coast upstart is now bidding for a share in the up-market high gaming sector which has previously been Nevada's province.

All this can only be good news for Resorts International, which has seen its stock continue to move up against a weak market this year. The stock price has been held to \$42 by the repurchase at that price of 1.9m shares, in 1983. Resorts listed net earnings by 47 per cent to \$3.20 a share.

It appears to be successfully fighting off a challenge from Golden Nugget at the slot machine end of the business and is aiming at the overseas premium-rated customer through expansion of its baccarat games. Forecasts for Resorts' profits range to around \$4.00 a share a gain of 25 per cent. This would put the stock on a prospective earnings multiple of about 10.5, hardly a generous rating when the Dow Jones smokestack stocks are currently on 15.5 times.

The other Atlantic City casino operators are also set to share in the area's continued gaming growth. Golden Nugget and Caesar's World are likely to report sharply higher earnings this year. But they will all have one ace in the hole - further recovery in Las Vegas will give them an extra boost.

WALL STREET WELCOMES END OF COSTLY VIDEO DISC VENTURE

Disposals put RCA back in tune

BY PAUL TAYLOR IN NEW YORK

IT HAS been a trying and at times embarrassing decade for RCA. The one-time darling of Wall Street - known in its heyday simply as "radio" - has until recently followed a zig-zag path of expansion and contraction. Profits fell sharply from a peak of \$315.3m in 1980 to \$54m a year later, while the share price languished.

But now the slumbering giant, led by Mr Thornton Bradshaw, who became RCA's fourth chief executive in six years in 1981, appears finally to have grasped the nettle. Focusing on its core businesses - communications, information and entertainment.

RCA is selling its CIT financial services division - which it acquired in 1980 in a \$1.2bn deal which almost brought the group to its knees - to Manufacturers Hanover Bank for \$1.5bn.

Profits rebounded by 40 per cent last year to \$240.8m from \$174m. The net return on sales of 58.98bn

crept up to a slightly more respectable 2.7 per cent.

Now RCA has announced that it is pulling out of video discs - a product introduced in 1980 and once described as its "priority project of the decade". RCA will have spent more than \$500m on the video disc - including upwards of \$300m in operating losses on the venture in the last three years.

While the decision was clearly a painful one, as Mr James Magid, an industry analyst with L. F. Rothschild noted yesterday: "It is never good news to fail. Nevertheless it underlines Mr Bradshaw's determination to improve profitability - even if it means taking tough decisions."

For that, the former Atlantic Richfield executive is being given full marks on Wall Street. In fact after stripping out the \$175m pre-tax first quarter special provision related to the video disc decision, and a \$75.7m accounting gain, RCA re-

ported a 117 per cent increase in first quarter profits to \$69.1m.

The sharp improvement in RCA's underlying profitability in the first quarter reflects the much improved performance of the group's other main businesses, which range from the Hertz car rental company to the NBC radio and television network.

In electronics, while broadcasting equipment sales remain depressed, revenues and earnings excluding the video disc operation rose sharply to record levels. Higher earnings were also reported by the consumer electronics division - RCA remains the leading U.S. maker of television sets and the premier U.S. VCR maker.

RCA's broadcasting division is also doing better. NBC's lagging fortunes in recent years were due to poor television audience ratings but, although it still has the smallest audience share among the three major networks, it is catching up. Last year the broadcasting divi-

sion reported a 45 per cent pre-tax earnings jump to \$156.2m.

The rental car business - until last year scheduled for disposal - also appears to have staged a turnaround.

Generally Wall Street analysts believe RCA is on the mend. Mr Magid believes current profits "are about half what they could be" - which implies the company still has a long way to go.

In recent months the improvement in RCA's performance coupled with the cash wealth which will flow from its CIT divestiture has led to a wave of speculation about the group being a possible takeover target.

While most analysts believe RCA is still too large to be easily digested by almost any suitor, it has not escaped their attention that the group last month proposed a series of measures for shareholder approval which would make acquisition of the company more difficult.

THE LEX COLUMN

Revolving doors in Lombard St

The function of the City of London's discount houses has not changed for decades. They have progressively adjusted to the changing structure of the Bank of England's money market operations and have diminished in number through merger, but their role as chosen intermediaries between the Bank and the money markets has never been challenged. Now that role is being recast. The revision of the London Stock Exchange's rule book has suddenly made them attractive as marriage partners, has opened up to them new areas of endeavour and has threatened them with competition in their own backyard.



Somehow to their own surprise, the discount houses have become a rare seam of one of the City's most precious commodities - market-making expertise. Now that the stock exchange looks certain to open its doors to dual capacity and corporate members, any number of institutions are queuing up outside for the chance to make markets, particularly in gilt-edged. With the principal gilt jobsbers already accounted for, the discount houses are virtually the only source of home-grown know-how.

Until recently, the independence of the discount houses was virtually ensured by Bank of England charter. The disastrous takeover of Citicorp Discount by Sime Darby in the mid-1970s only reinforced the Bank's belief that foreigners and banks, to name but two categories, were inappropriate partners for the discount houses. That approach has now been abandoned and, if criteria of functional independence can be met, the Bank will listen seriously to any offer for a discount house.

The discount market is a rare example of dual-capacity already in action in the City and it seems sensible that the house should extend into gilt-edged as principals. Conversely, of course, the gilt-edged market makers should extend back into the discount market.

The simpler qualifications for a place in the team are capital adequacy and distribution. Fresh capital ratios will need to be devised and discount houses will presumably be permitted free access to the capital market - for example to expand internationally. But last week's purchase by Kleinwort Ben-

son of a U.S. primary dealer boasting net assets of only \$182m suggests that almost all discount houses are already well enough capitalised for making markets in gilt-edged.

The houses do not have a ready-made client list for any but short-dated gilts, although they could easily open for business in a limited way with a page or two on the Reuters screen.

The real sticking point is the Bank's attitude towards the separation of functions within a designated institution. The Bank may well insist that designated dealers are capitalised separately from their clients and that trading between, for example, a banking parent and a discount house is heavily circumscribed if not excluded. That an intermediary should be impartial to all end-users is a foundation of the Bank's edicts. But the risk is that, in seeking to prevent conflicts of interest and market manipulation, the Bank may compromise its parallel objectives of open access and enhanced liquidity.

The clearing banks will be meeting formally before the end of this month to complete measures for their deferred tax relief. Today's 1983 report and accounts from National Westminster carry a late admission which suggests proper prescription - and rather nasty it is, with the biggest spoonful reserved for NatWest itself.

The total deferred tax liability on its leasing portfolio stands at no less than £1.2m and a once and for all provision is indicated to accommodate the budget's impact. The stated liability assumes a 32 per cent mainstream corporation tax rate and NatWest apparently feels confident of doing enough additional leasing to postpone the crystallisation until after the rate has fallen to 35 per cent. But even adjusted for this small blessing, the total liability only falls to £800m - so, with just £236m so far set aside, the net loss to the bank's reserves this year looks set to emerge at about £570m.

Taken in 1983, this loss would have reduced NatWest's free capital from 5 to 4 per cent of its total public liabilities. The debt to equity gearing, ignoring this year's earnings, would still leave room in 1984 for sufficient extra subordinated debt to allow public liabilities to grow much on the scale of 1983 without any further damage to the free capital ratio. But steps to rebuild it might be judged a sounder priority.

Security Pacific plans to take 5% stake in UK stockjobber

BY ALISON HOGAN IN LONDON

SECURITY PACIFIC, the tenth largest bank in the U.S., is planning to take an initial 5 per cent stake in the London-based firm of stockjobbers, Charles Pulley, which will complement its much larger 20.9 per cent stake in Hoare Govett, a leading UK firm of stockbrokers, for which it paid £2.1m (\$11.6m) in 1982. An integration of the broker and jobber's interests is a possible long-term aim.

Hoare Govett introduced Charles Pulley to the capital markets group of Security Pacific headed by Mr Will Richardson in Los Angeles. Mr Richardson West, managing director of Hoare Govett, said yesterday: "The jobbing business is a people's business, and we looked at the people in it. If and when we need a market-making capacity, this might be the team that we could integrate."

Mr Bernard Leaver, the 37-year-old senior partner of Charles Pulley, said the firm had had discussions with an Australian merchant bank and two London financial institutions. "We liked the good names of Hoare Govett and the strategy of Security Pacific. We can provide the expertise at the London end for a business with a world-wide marketing power."

He said they were "hedging their bets" on future links, depending upon how the market develops and what further changes the stock exchange introduced.

A formal agreement has still to be signed between Security Pacific and Charles Pulley and the permission of the stock exchange granted

but with "the lawyers battling for both sides," Mr West says it should not take too long.

Charles Pulley is the sixth largest jobbing firm. Mr Leaver joined in 1978 from Pinchin Denny with outside backing from two Dutch colleagues Mr Gardijn and Mr Voerman. Together, they formed Fortress Beleggening UK, which is a limited partner in Charles Pulley. Mr Leaver and Mr Martin West are both working partners in the firm.

Mr Leaver said: "Charles Pulley was a very sleepy old firm which had got smaller and smaller over the years as people left to join other firms. I felt there were changes afoot in the City, I was quite young, and decided that a small firm might provide me with better opportunities."

THE LATEST U.S. space shuttle mission will today resume its attempts to retrieve the malfunctioning Solar Max satellite following the failure yesterday of a tricky manoeuvre.

The three-day-old mission ran into its first major hitch when a device which astronaut Dr George Nelson was attempting to attach to the Solar Max as part of the procedure designed to stop it spinning in space, failed to connect properly. Further attempts were made to grab onto the Solar Max using the shuttle's robot arm but these also proved unsuccessful.

Described as one of the most daring ventures so far in the shuttle programme, Dr Nelson's manoeuvring around the Solar Max was planned as the first step in a complex procedure to haul the satellite aboard the Challenger shuttle craft for repairs.

Wearing a rocket-propelled backpack, the astronaut flew the 200 feet from the shuttle to the Solar Max, adjusted his speed to match the speed at which the satellite was spinning, then moved in between its solar panels to try and install a docking pin.

This pin failed to connect properly, leaving the satellite still revolving too quickly to be seized by the shuttle's robot arm.

The plan is for Dr Nelson to fix the docking pin, then fire a counter blast from his backpack to stop the satellite rolling, at which point it will be possible to retrieve the Solar Max using the robot arm. The satellite will be brought aboard the shuttle, repaired in its cargo bay, and replaced in its correct orbit.

Earlier in the flight Challenger had performed flawlessly. Climbing into an orbit 283 miles above the earth - higher than any previous shuttle expedition - it released the largest satellite the spacecraft has deployed so far on Saturday. The 11 tonne vessel, the Long Duration Exposure Facility, will carry out a series of 57 experiments before it is retrieved a year from now.

The mission's main function, however, is to try and repair the Solar Max, and thus demonstrate the feasibility of servicing, fueling and assembling structures in space.

Mr Frank Cappolina, manager of the Solar Max repair operation, said the programme could extend the life of the satellite for another six or seven years. "It no longer makes economic sense to say bye-bye to these assets just because one little component fails," he added.

The \$77m satellite was launched in 1980 but began to malfunction after 10 months in orbit because of blown fuses. According to NASA officials the planned repairs would cost only \$45m while a replacement would cost around \$235m.

'European pillar' for Nato

Continued from Page 1

to rely on the nuclear deterrent, he said. As long as that position lasted, "I cannot imagine that Europe could be decoupled from the U.S. without immediately coming under pressure."

WEU originates from the 1948 Brussels Treaty between Britain, France, Belgium, the Netherlands and Luxembourg, which was modified in 1954 to include West Germany and Italy.

It has been regarded as moribund for several years, but security is within its brief and it has a parliamentary assembly that meets twice a year in Paris.

A senior French official emphasised at the weekend that the assembly was one of its main attractions. "The assembly has the competence to discuss defence and we think it is essential in this period that there is as much public discussion as possible," he said.

Paris is understood to have told its WEU partners that the expansion of the peace movement in Europe reflected a wrong but growing public belief that European interests were totally subordinated to U.S. strategic concerns.

Pressure on miners to hold strike ballot

BY PHILIP BASSETT AND JOHN HUNT IN LONDON

MR NEIL KINNOCK, leader of Britain's Labour Party, is privately bringing intense pressure to bear on the country's National Union of Mineworkers (NUM) to resolve the dispute over its failure to call a national ballot for its strikes against pit closures.

The strikes are now entering their fifth week and picketing is expected to resume tomorrow in the Nottinghamshire coalfield, which has decided to continue to work.

Sir Michael Havers, the Attorney-General, yesterday strongly condemned the mass picketing. He said political motives and self interest could never justify breaking the law and it was the Government's duty to stand firm.

Mr Kinnock has been embarrassed by the union's failure to call a national ballot and Mrs Margaret Thatcher, the Prime Minister, has repeatedly challenged him to say where he stands on the issue.

Acting as Mr Kinnock's emissary, Mr Stanley Orme, the Labour Party's energy spokesman, has held a private meeting with Mr Peter Heathfield, general secretary of the NUM.

Mr Orme is believed to have em-

phasised that the Labour leader and the shadow Cabinet will be put in an even more difficult position if Mr Arthur Scargill, the NUM president, tries to frustrate a decision by the union's executive at its next meeting on Thursday to call a national ballot.

A majority of the executive, by 14 to 10, are believed to be in favour of a ballot. Among the union's leaders, there is now intensive tactical thinking about how to influence Thursday's decision.

If a national ballot is called, it is by no means certain that it would go against strike action. A majority of 55 per cent would be required among the 190,000 NUM members entitled to vote.

Even if there was a majority against a strike, militant coalfields like Yorkshire, Britain's biggest, and Scotland might ignore it.

Mr Kinnock and Mr Gerald Kaufman, Labour's home affairs spokesman, will decide today whether to apply for an emergency debate in the House of Commons over police handling of picketing during the dispute. It is expected that they will apply and that a debate will be granted for tomorrow.

French expect investment rise

Continued from Page 1

In the controversy over plans to axe at least 25,000 steel jobs over the next few years, M Fabius, who has been given a new job of co-ordinating restructuring of hard-hit sectors, announced yesterday he would go to the Lorraine capital of Metz on Tuesday to meet local politicians, unions and businessmen.

The offer to hold the meeting in Lorraine - rather than to summon

the groups to Paris - seems part of a move by M Fabius to assuage strong local feelings over the steel cuts. But following the sometimes violent demonstrations last week in the region, he is likely to benefit from the protective presence of riot police.

M Fabius has been forced by his new duties to cancel a visit to Japan planned for later this week. He will

take part in an interministerial meeting today to study government measures to help distressed sectors.

On the union front, steelworkers were yesterday chartering buses and trains for Friday's Paris demonstration. Apart from disgruntled steelmen, this is likely to be joined by workers from hard-hit mechanical engineering and shipbuilding industries

German strike decision

Continued from Page 1

"warning strikes" which have so far held steady, could curdle the promising economic recovery now under way.

Count Otto Lambdorff, the Economics Minister, admitted yesterday that a reduction in the standard 40-hour week could be part of the recipe for removing unemployment.

"But the 35-hour week, with no matching cut in pay, is the wrong way to go about it," he said.

More ominously, Herr Heinrich Franke, the new chairman of the Federal Labour Office, observed that protracted labour disruption might well boost unemployment -

precisely the opposite of what the 35-hour week is designed to achieve.

But the chances of an agreement to extremists now plainly depend on the employers softening their insistence that the basic 40-hour week must stay.

IG Metall was offered on Friday a 3.3 per cent pay rise this year, plus early retirement facilities and a greater flexibility in working hours. But the Frankfurt talks foundered because the employers, sensing that in a fight they would prove the victors, refused to countenance any reduction in the normal working week.

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SECTION II - COMPANIES AND MARKETS FINANCIAL TIMES

Monday April 9 1984

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INTERNATIONAL BONDS

Aggressive pricing brings deluge for Eurodollar market

BY MARY ANN SIEGHART IN LONDON

THE EURODOLLAR bond market had the air last week of a group of children playing Monopoly... Aggressive pricing and was lapped up by investors.

Table with 2 columns: April 6, Previous. Rows: 98.565, 98.504, High, Low, 100.000, 98.066

land coal acquisition from General Electric of the U.S. It was extremely popular, closing on Friday at a tiny 0.07 per cent discount from par.

CREDITS

Argentina urged to be realistic in debt talks

A WEEK after the \$500m rescue package launched for Argentina in the wake of the Inter-American Development Bank annual meeting, it is clear that the Government of President Raul Alfonsín still faces several major hurdles in coming to terms with its \$43.8bn foreign debt.

The immediate problem of the quarterly balance sheet deadline has passed for U.S. banks, but Argentina still has to complete difficult negotiations with the International Monetary Fund and reach a rescheduling agreement with commercial banks creditors and possibly with governments.

willing to predict that all these negotiations can be completed in such a short space of time. Argentina has sent an aide-memoire to the IMF setting out its basic economic targets but has yet to agree on how they will be implemented.

new debt crisis in Argentina. This was the main reason why Mexico proposed the emergency package and why it was quickly joined by Brazil, Colombia and Venezuela.

loan - \$3bn is the current provisional estimate for 1984. Some bankers on the 11-bank steering committee handling talks with Argentina fear that Sr Grinspun is labouring under an illusion that all creditor banks will readily accept any package that is put to them.

months to reach this point, and there are still some pockets of resistance in the Middle East, southern Europe and among a few U.S. regional banks, even though Mexico's economic performance makes it the biggest success story in Latin America.

BY PETER MONTAGNON IN LONDON

NEW INTERNATIONAL BOND ISSUES

Table with columns: Issuance, Amount in, Maturity, Av. life years, Coupon %, Price, Lead Manager, Offer yield %.

NEW ISSUE These Notes having been sold, this announcement appears as a matter of record only. MARCH 1984 U.S. \$100,000,000 Takugin International (Asia) Limited (Incorporated in Hong Kong) Guaranteed Floating Rate Notes Due 1994

These Bonds having been sold outside the United States of America and the Netherlands Antilles, this announcement appears as a matter of record only. April 1984 GMAC OVERSEAS FINANCE CORPORATION N.V. Curaçao, Netherlands Antilles U.S. \$ 80 000 000 Bonds of 1984 due 1991/96 Interest payable in Swiss Francs at the rate of 5 1/4% p.a. on the aggregate subscription price of Swiss Francs 100 000 000 with the guarantee of GENERAL MOTORS ACCEPTANCE CORPORATION Detroit, Michigan, U.S.A.

INTERNATIONAL CAPITAL MARKETS AND COMPANIES

U.S. BONDS

Discount rate rise shifts focus back to money supply

THE FEDERAL Reserve has finally acted. At the end of a week in which the Fed funds rate touched 12 per cent at one stage, the banks raised their prime rates for the second time in three weeks...

The widespread view that the Fed has now formally shifted its Fed funds monitoring range upwards, meaning that it has in effect endorsed the firming of interest rates brought about by the market itself.

Table with 2 columns: Week, Week. Rows include Fed funds weekly average, 3-month CP's, 3-month T-bills, 30-year Treasury Bond, AAA Utility, AA Industrial.

The Fed's discount rate increase could mark something of a watershed. As a clear statement of political independence and a long awaited signal re-affirming the Fed's anti-inflationary stance...

period of uncertainty and speculation in the financial markets. Nevertheless, it has probably generated as many questions as it has answered. In particular, attention has been focussed once more on the Fed's reserve management policy and on the money supply.

Most short-term rates rose during the week as the Fed funds rate traded up above 10.5 per cent, though it edged down on Friday to show a marginal increase over the week by its Friday close.

Turner may bid against ABC for cable network

BY PAUL TAYLOR IN NEW YORK

TURNER BROADCASTING, the U.S. television and cable news group, and American Broadcasting Companies (ABC) could emerge as rivals for control of the Entertainment and Sports Programming Network (ESPN)...

majority control of ESPN in the near future. Texaco, the third largest U.S. oil company, gained control of ESPN as part of its acquisition of Getty Oil earlier this year.

acquired 15 per cent of ESPN under a 1982 agreement with Getty. The remaining 15 per cent is owned by Mr. William R. Rasmussen, the network's founder, and his family.

Revised offer by Kelso for US Industries

BY TERRY DODSWORTH IN NEW YORK

THE TAKEOVER struggle for U.S. Industries, the Connecticut-based industrial and consumer products group, ended at the weekend, when Kelso and Company, the New York investment bank, revised its offer to a price well in excess of the bid from Hanson Trust of the UK.

Kelso is offering \$24 a share in its new leveraged buy out proposal, valuing the company at \$490m. Hanson had previously bid \$22 a share through its Hanson Industries subsidiary in the U.S. following Kelso's original offer of \$20 a share in February.

after the close of trading on the New York Stock Exchange on Friday, when the shares stood at \$21.75, valuing the group at \$444m. The proposals are being considered by a committee of outside directors, who advised the full board on the original terms.

Finance chief for AT & T

Mr Robert M. Kavner has been elected a senior vice president of AT & T and will become chief financial officer on May 1. He is a partner in Coopers and Lybrand. He will be responsible for directing and co-ordinating the operations which integrate the financial systems and analytical processes for the corporation as well as including financial management, accounting, budgeting, economic forecasting, tax planning and other related matters.

worldwide; Mr Wendall Wehler to vice president, publishing; Mr Roland Pierce to vice president, retail merchandising; Mr Gary Kretzel to vice president, USA licensing; Mr Peter Smith to executive director, USA licensing; and Mr Joe Pellegrino to director, USA licensing.

INTERNATIONAL APPOINTMENTS

Mr Dennis R. Twining, president of Freeport Metals, has been appointed to a new position of vice president for the purpose of centralising all sales and marketing activities for metals, both domestic and foreign under a single unit.

Carma to double capital

By Bernard Simon in Toronto

GARMA, THE Calgary land developer which is one of the heaviest casualties of the property slump in Alberta, intends to double its common share capital as part of a C\$70m (US\$47m) refinancing programme.

The company will issue \$1.2m new shares to settle various obligations, bringing the number outstanding to \$5m by mid-May. The issue is immediate, however, to cover Carma's commitments and it said further issues are possible before the end of 1984.

Moulinex maintains earnings recovery

BY DAVID MARSH IN PARIS

MOULINEX, THE French kitchen equipment maker, boosted group net profits last year to FF 68.8m (\$8.5m) from FF 58.2m in 1982, despite a sharp fall in operating profits.

Consolidated operating profits fell to FF 111.2m from FF 153.9m in 1982. The company has already indicated that comparisons with the 1982 results would be distorted by the cost of restructuring U.S. operations.

Growth for Wereldhave

BY WALTER SALLS IN AMSTERDAM

WERELDHAVE, the Dutch property fund which last year mounted a successful defence against a determined takeover bid by PGM, the Netherlands' largest pension fund, recorded a 150 per cent rise in the growth of its investments last year to a total of F1 11m (US\$30m).

growth of its investments last year to a total of F1 11m (US\$30m). A dividend of F1 9 per ordinary share has been proposed, against F1 7.5 in 1982.

Advertisement for Kingdom of Sweden U.S. \$200,000,000 12 3/4 per cent Bonds due 1989. Includes logos of various banks and the Swiss Bank Corporation International Limited.

Table titled 'INTERNATIONAL BOND SERVICE' containing columns for U.S. DOLLAR, DEUTSCHE MARK, SWISS FRANC, and EURO. It lists various bonds with their respective yields and prices.

Jeit in it's

Copies of this document have been delivered to the Registrar of Companies in London for registration. Application has been made to the Council of The Stock Exchange in London for the Ordinary Shares of the Company to be admitted to the Official List. This document includes particulars given in compliance with the Regulations of the Council of The Stock Exchange for the purpose of giving information with regard to the Company.

The Directors of the Company have taken all reasonable care to ensure that the facts stated herein are true and accurate in all material respects and that there are no other material facts, the omission of which would make misleading any statement herein, whether of fact or of opinion. All the Directors accept responsibility accordingly. The Application List for the Shares completed in the Offer will open at 10.00 a.m. on 12th April, 1984 and may be closed at any time thereafter.



Offer for Subscription by N. M. Rothschild & Sons Limited

on behalf of

Biotechnology Investments Limited

(a company registered with limited liability in Guernsey on 16th April, 1981 under the provisions of the Companies (Guernsey) Laws 1908 to 1973)

of 2,000,000 Ordinary Shares of 2 cents each at £9.15 per Share payable in full on application.

Table with columns: Authorised US\$150,000, Issued and to be issued US\$132,000, and text: INDEBTEDNESS As at 20th March, 1984, the Company had no loan capital...

The Shares now offered rank in full for all dividends and other distributions hereafter declared, made or paid on the issued share capital of the Company other than the interim dividend of 10 cents per Share payable on 31st May, 1984 to shareholders on the register at the close of business in Guernsey on 28th March, 1984.

This document provides information on the Company in connection with the offer (the "Offer") under which investors are invited to subscribe for Shares. No person should be induced to subscribe for Shares on the basis of this Prospectus unless he has received a copy of this Prospectus and an Application Form in any territory other than the United Kingdom...

The consent of the Advisory and Finance Committee of the States of Guernsey under the Control of Borrowing (Bailiwick of Guernsey) Ordinance 1959 to 1976 has been obtained for the issue of Shares in connection with this Offer. It must be distinctly understood that, in giving this consent, the Committee takes no responsibility for the financial soundness of any scheme or for the correctness of any of the statements made or opinions expressed with regard to them.

DIRECTORS: Lord Rothschild (Chairman) GBE, GM, ScD, FRSE, New Court, St. Swithin's Lane, London EC4P 4DU. James Carroll Blair (USA), One Rockefeller Plaza, New York, NY 10020, USA. Sir Edwin Hartley Cameron Leathers (Canada), The Harold Hayes Fifth Building, Par-Is-Ville, Hamilton, Bermuda. David Frederick James Leathers, New Court, St. Swithin's Lane, London EC4P 4DU. Donald Peter Lines (Bermuda), Front Street, Hamilton 5-31, Bermuda. Nicholas McAndrew, New Court, St. Swithin's Lane, London EC4P 4DU. David Padwa (USA), 3375 Mitchell Lane, Boulder, Colorado 80301-2244, USA. Edward Benjamin Ziff (USA), 550 First Avenue, New York, NY 10016, USA.

AUDITORS & REPORTING ACCOUNTANTS: Peat, Marwick, Mitchell & Co., Chartered Accountants, 10 Levee Street, St. Peter Port, Guernsey, Channel Islands. LEGAL ADVISERS TO THE COMPANY: In England: Linklaters & Paines, Barrington House, 59-67 Gresham Street, London EC2V 7JA. In Guernsey: Ozone, van Leuven & Perrot, 1 Le Marchant Street, St. Peter Port, Guernsey, Channel Islands. LEGAL ADVISERS TO N. M. ROTHSCHILD & SONS LIMITED: Ashurst, Morris, Crisp & Co., Broadgate House, 7 Eldon Street, London EC2M 7HD. STOCKBROKERS: Cazenove & Co., 12 Tokenhouse Yard, London EC2R 7AN. RECEIVING BANKERS: National Westminster Bank PLC, New Issues Dept., PO Box No. 79, 2 Princes Street, London EC2P 2BD.

INTRODUCTION

Biotechnology, which can be defined as the application of biological organisms, systems and processes to industry, is not new. The use of micro-organisms in the production of antibiotics, enzymes and other products has been known for centuries. More recently, genetic engineering, which involves the fusion of natural antibody-producing cells with cultured tumour cells, making what are called hybridomas. These produce large amounts of highly specific monoclonal antibodies, which have already improved diagnostic testing and purification processes and may lead to methods of directing drugs to particular disease sites in the body. A second emerging diagnostic technique utilises labelled fragments of synthetic DNA, known as DNA hybridisation probes, to identify specific gene sequences.

SUMMARY

The information set out below should be read in conjunction with the full text of the Prospectus.

INTRODUCTION: Biotechnology Investments Limited was formed in 1981 to enable investors to purchase shares in a company whose main objective was, and remains, investment in the rapidly developing area of biotechnology. The Company now has a portfolio of 37 investments with an aggregate value of US\$49.6m (£34.5m) as at 20th March, 1984. This includes 19 unquoted or restricted investments representing 60.4 per cent. by value of the total portfolio. Investments in the USA comprise 60.4 per cent. by value of the portfolio, and those in the UK 12.7 per cent.

NET ASSET RECORD

Table showing Net Asset Value per Share at various dates: 1981 US\$ 10.59, 31st May 1982 10.79, 30th November 1982 11.91, 31st May 1983 13.30, 30th November 1983 13.47, 20th March 1984 13.24 (£9.21).

OFFER STATISTICS

Table with columns: Investment, Quoted, at market value; Unquoted and restricted, at Directors' valuation; Current assets; Debtors and prepayments; Creditors; Bank balances.

RISK FACTORS

Attention is drawn to the paragraph headed "Risk Factors" below. It must be emphasised that investment in the Company should be regarded both as long-term and as carrying a high level of financial risk.

INVESTMENT POLICY

The Company was established to allow investors to participate in one of the major technological revolutions of the twentieth century. It raised US\$50m in June, 1981, mainly from UK institutional investors, and is the leading investment company specialising in biotechnology. Its investment objective is long-term capital appreciation by investing in quoted and unquoted companies anywhere in the world that are involved in any aspect of biotechnology or, to a certain degree, health sciences. The balance of the Company's assets between quoted and unquoted investments depends on the availability of suitable opportunities but it has always been the intention that unquoted investments should be invested in securities which are initially unquoted. These have been, and are likely to continue to be, venture capital investments which involve taking equity stakes either in new companies or to those at an early stage of development. These companies should not be expected to produce significant profits for several years and may well require additional financing during the course of their development.

PROCEEDS OF THE ISSUE

The net proceeds of the issue are estimated to be US\$25,350,000, assuming that the 1/4 per cent. commission referred to in "Procedure for Application" below is paid in respect of all subscriptions for Shares. The proceeds will be used to further the Company's investment activities.

CURRENCY OF ACCOUNTS

The Company draws up its financial statements to dollars, its principal operating currency.

EXCHANGE RATES

Except as otherwise expressly stated, for the purpose of calculating the Offer Price and in stating currency equivalents in the Prospectus, currency has been translated at £1.00 = US\$1.437, being the spot exchange rate quoted in London at the close of business on 20th March, 1984.

PREFERENTIAL APPLICATIONS

Preference will be given to applications from shareholders of the Company on the Register at the close of business in Guernsey on 28th March, 1984 for up to a total of 400,000 Shares (representing 20 per cent. of the Shares being offered for subscription).

TIMETABLE: Subscription lists open 12th April, 1984; Basis of allotment announced 13th April, 1984; Letters of allotment despatched 18th April, 1984; Dealings commence 19th April, 1984; Last day for splitting 13th June, 1984; Last day for registration of renunciation 15th June, 1984; Definitive share certificates despatched 13th July, 1984.

EXISTING PORTFOLIO

Table showing Existing Portfolio: Some 60.4 per cent. by value of the existing portfolio of 37 investments are in the USA and 12.7 per cent. in the UK. The following table categorises the investments currently held by the Company by marketability and geographical location.

DEFERRED LIABILITY

Table showing Deferred Liability: Incentive fee 1,061,887.

FINANCED BY

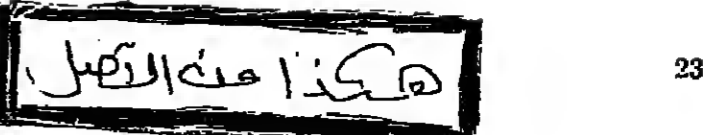
Table showing Financed by: Share capital 132,000; Reserves 71,218,000; Capital reserve 10,689,822; General reserve 3,748,004.

DIVIDEND POLICY

The Company's income consists of interest on funds deposited pending investment and dividends received from portfolio companies. The Company's policy is to distribute the whole of this income after making provision for expenses and for reserves to prevent undue fluctuations in the level of dividend from year to year. For the period ended 31st May, 1982 income available for distribution was US\$76,481 and for the year ended 31st May, 1983 it was US\$658,734. In both periods a dividend of 10 cents per share was declared at an annual cost to the Company of US\$400,000. An interim dividend in respect of the year ending 31st May, 1984 of 10 cents per share, also costing US\$400,000, has been declared and will be paid on 31st May, 1984 to shareholders on the register at the close of business in Guernsey on 28th March, 1984. It is not intended that any further dividend will be paid in respect of the year ending 31st May, 1984.

MANAGEMENT AND OPERATIONS

The members of the Board of Directors, all of whom are non-executive, are as follows: Lord Rothschild (aged 75 years) (Chairman) is a non-executive Director of N. M. Rothschild & Sons Limited. He was formerly Research Co-ordinator of the Royal Dutch-Shell Group and Director General of the Central Policy Review Staff of the Cabinet Office. He is also a Fellow of the Royal Society. James Blair (aged 44 years) is a Managing Director of Rothschild Inc., where he has been involved in venture capital investment for six years including three years in biotechnology venture capital investments. Sir Edwin Leathers (aged 64 years) is a former Governor of Bermuda and an executive Director of N. M. Rothschild Services (Bermuda) Limited. David Leathers (aged 41 years), a Chartered Accountant, is an executive Director of N. M. Rothschild Asset Management Limited, with whom he has been an investment manager for eleven years. He has been actively involved in biotechnology venture capital investment for the last three years. Donald Lines (aged 52 years) is Chief General Manager of The Bank of Bermuda Limited and a Director of Bermuda Shield Trustee Company Limited. Nicholas McAndrew (aged 49 years) is a Managing Director of N. M. Rothschild & Sons Limited, the Managing Director of N. M. Rothschild Asset Management Limited, Chairman of N. M. Rothschild Asset Management (C.I.) Limited and a Director of Rothschild Inc. David Padwa (aged 32 years) is Chairman of Agrigenetics Corporation, of Boulder, Colorado, USA. Edward Ziff (aged 41 years) is Professor of Biochemistry at New York University Medical Centre and is one of the Company's consultants. The overall responsibility for the management of the Company and for determining and reviewing the Company's investment policy is vested in the Directors.



APPENDIX B continued

- (v) any proposal concerning any other company in which he has interests directly or indirectly... (vi) Where proposals are made to the Directors regarding the appointment of any other person...

Table with columns: Company Name, Shares, Price, and Value. Includes AMGEN INC., APPLIED BIOSYSTEMS, INC., CATALYTICA ASSOCIATES, INC., and GENETIC SYSTEMS CORPORATION.

- 6 BORROWINGS Under the Articles of Association of the Company the Directors may exercise the Company's powers or borrow and to charge its assets... (7) THE MANAGERS The Managers, a wholly owned subsidiary of Rothchild & Sons Limited...

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION, INTEGRALED GENETICS, INC., and N. M. Rothschild & Sons Limited.

- 9 THE VENTURE CAPITAL ADVISERS RINC was incorporated under its original name, New Court Securities Corporation, under the laws of the State of Delaware on 20th July 1981... (10) THE BANKERS AND CUSTODIAN The Bankers and Custodian, a wholly owned subsidiary of Rothchild & Sons Limited...

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION, INTEGRALED GENETICS, INC., and N. M. Rothschild & Sons Limited.

- 11 THE SECRETARY Bernada Shield Trueman Company Limited, the Secretary of the Company, is 50 per cent. owned by Rothchild & Sons and 50 per cent. by the Bank of Bermuda Limited. (12) INDEMNITIES The Articles of Association of the Company contain provisions indemnifying and exempting the Directors, Secretary and other officers...

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION, INTEGRALED GENETICS, INC., and N. M. Rothschild & Sons Limited.

- 13 LITIGATION The Company is not engaged in any litigation and the Directors are not aware of any litigation or claims pending or threatened against the Company. (14) MISCELLANEOUS (a) Except as disclosed in Section 1 above...

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION, INTEGRALED GENETICS, INC., and N. M. Rothschild & Sons Limited.

- (c) The Company has not established a place of business in Great Britain. The Company has no subsidiaries. (d) One of the current Directors of the Company is an incorporation. (e) The Shares of the Company are currently listed on the London Stock Exchange...

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION, INTEGRALED GENETICS, INC., and N. M. Rothschild & Sons Limited.

- (f) The provisions of Sections 30 and 31 of the Companies Act 1949 of Great Britain (other than the provisions referred to) so far as applicable (having regard to Section 419) of that Act shall apply to the Shares in preference of the provisions of the Articles of Association. (g) The following directors have retired and the Company has not accepted their resignation...

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION, INTEGRALED GENETICS, INC., and N. M. Rothschild & Sons Limited.

- (i) David Padua resigns as a director of the Company as of the date of this document and is not a shareholder. (j) Edward Ziff is a shareholder in Applied Biosystems, Inc. (k) No amounts are required for the matters referred to in paragraph 4 of the Fourth Schedule of the Companies Act 1949...

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION, INTEGRALED GENETICS, INC., and N. M. Rothschild & Sons Limited.

- (m) None of the Directors has any direct or indirect interest in any assets which, during the two years immediately preceding the date hereof, have been acquired or disposed of by or leased to the Company or are proposed to be acquired or disposed of by or leased to the Company. (n) Save as disclosed in the paragraphs headed "Directors" above and in Section 14 of General Information the Directors have any direct or indirect interest in any asset or arrangement outstanding at the date hereof which is significant in relation to the Company...

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION, INTEGRALED GENETICS, INC., and N. M. Rothschild & Sons Limited.

- (o) The directors of the Company are currently listed on the London Stock Exchange and from time to time dealings have taken place in the Shares of the Company on the London Stock Exchange. (p) The Company has no subsidiaries or joint ventures. (q) The Company has no subsidiaries or joint ventures. (r) The Company has no subsidiaries or joint ventures. (s) The Company has no subsidiaries or joint ventures. (t) The Company has no subsidiaries or joint ventures. (u) The Company has no subsidiaries or joint ventures.

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION, INTEGRALED GENETICS, INC., and N. M. Rothschild & Sons Limited.

- 15 DOCUMENTS AVAILABLE FOR INSPECTION Copies of the following documents may be inspected at the offices of Linklaters & Paines, Barrington House, 39-67 Gresham Street, London EC2V 7JA during usual business hours on weekdays (except Saturdays and public holidays) until 21st April, 1984: (a) The Memorandum and Articles of Association of the Company...

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION, INTEGRALED GENETICS, INC., and N. M. Rothschild & Sons Limited.

Table with columns: Company Name, Shares, Price, and Value. Includes INTERNATIONAL PLANT LABORATORIES, INC. and IQ (IBO) LIMITED.

Table with columns: Company Name, Shares, Price, and Value. Includes PLANT GENETICS, INC. and QUONE SYSTEMS, INC.

Table with columns: Company Name, Shares, Price, and Value. Includes REPLICATION CORPORATION and 350,000 Series 'A' Convertible Preferred Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes VESTAR RESEARCH, INC. and 220,000 Series 'B' Preferred Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes WMC (RESOURCE RECOVERY) LIMITED and 702,500 Ordinary Shares.

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION and 400,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes INTEGRALED GENETICS, INC. and 300,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes N. M. Rothschild & Sons Limited and 500,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION and 400,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes INTEGRALED GENETICS, INC. and 300,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes N. M. Rothschild & Sons Limited and 500,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION and 400,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes INTEGRALED GENETICS, INC. and 300,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes N. M. Rothschild & Sons Limited and 500,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION and 400,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes INTEGRALED GENETICS, INC. and 300,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes N. M. Rothschild & Sons Limited and 500,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION and 400,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes INTEGRALED GENETICS, INC. and 300,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes N. M. Rothschild & Sons Limited and 500,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes GENETIC SYSTEMS CORPORATION and 400,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes INTEGRALED GENETICS, INC. and 300,000 Shares of Common Stock.

Table with columns: Company Name, Shares, Price, and Value. Includes N. M. Rothschild & Sons Limited and 500,000 Shares of Common Stock.

APPENDIX C

Table with columns: Category, Value, and Description. Includes Summary of Net Asset Value per Share as at 20th March, 1984, and Liquid Resources.

Net Asset Value per Share has been prepared using accounting policies consistent with those adopted for the period ended 30th November 1983...

PROCEDURE FOR APPLICATION

Applications must be for a minimum of 50 Shares and thereafter in the following multiples of Shares: 100 Shares, 150 Shares, 200 Shares, 250 Shares, 300 Shares, 350 Shares, 400 Shares, 450 Shares, 500 Shares, 550 Shares, 600 Shares, 650 Shares, 700 Shares, 750 Shares, 800 Shares, 850 Shares, 900 Shares, 950 Shares, 1000 Shares...

AVAILABILITY OF COPIES

Copies of this document with Application Forms attached may be obtained from: N. M. Rothschild & Sons Limited, 27, Abchurch Lane, London EC4A 3DF.

Biotechnology Investments Limited Offer for Subscription of 2,000,000 Ordinary Shares of 2 cents each ("Shares") at £9.15 per Share payable in full on application.

Application Form

Application form with fields for Name, Address, Signature, and Amount due on Application. Includes sections for Signature, Date, and Broker's stamp.

Table with columns: Name of company, Description, and Market value of holding. Lists various companies such as Amgen Co. Inc., Alva Laval AB, and Applied Biosystems.

APPENDIX B

Table with columns: Holding, Percentage of equity, and Value as at 20th March 1984. Lists holdings of various companies.

ADVANCED MINERAL TECHNOLOGIES, INC. ANTI was formed in 1981 to benefit from the expertise of Dr. Corale Brifley, who is a leading researcher into the application of biotechnology to the mining and petroleum industries.

AGRICULTURAL CORPORATION 22,627 Shares of Common Stock. AgriGenetics, of which David Padua, a Director of the Company, is Chairman, is a plant science company based in Boulder, Colorado.

AGRIGENETICS CORPORATION 22,627 Shares of Common Stock. AgriGenetics, of which David Padua, a Director of the Company, is Chairman, is a plant science company based in Boulder, Colorado.

UK COMPANY NEWS

Fleming forms Japanese fund and raising £42m

Robert Fleming, the merchant bank, has formed the Fiedgelling Japan Investment Company, a Bermuda based investment trust, and is offering 12m units of five shares and one warrant to raise \$60m (£42m).

NatWest assets increase to £60bn

TOTAL ASSETS of National Westminster Bank increased from £54.4bn to £60.02bn at the end of 1983. Advances rose by £3.7bn to £45.17bn, while deposits reached £55.25bn, against £50.2bn.

Biotechnology London listing

Biotechnology Investments the £1m (£2m) trust, thought to be unique in backing only biotechnology ventures, is seeking a London listing for its shares and raising a further £18.3m through an offer for subscription of 2m shares at £9.15 a share.

EQUITIES

Table with columns: Issue Price, Bid, Offer, High, Low, Stock, Dividend Yield, Net Dividend, etc. Lists various equities like Barracuda 10p, Biffco Computers, etc.

FIXED INTEREST STOCKS

Table with columns: Issue Price, Bid, Offer, High, Low, Stock, Dividend Yield, Net Dividend, etc. Lists fixed interest stocks like Anglo Dev. 10 1/2%, etc.

"RIGHTS" OFFERS

Table with columns: Issue Price, Bid, Offer, High, Low, Stock, Dividend Yield, Net Dividend, etc. Lists rights offers like Anglo Dev. 10 1/2%, etc.

Exeter Building downturn

TAXABLE PROFITS of Exeter Building & Construction Group declined from £83,000 to £69,000 in 1983, following the half-time reduction to £27,000.

COMPANY NEWS IN BRIEF

ALTHOUGH LAST year was somewhat dominated by Bath and Portland Group's withdrawal from civil engineering, it also produced clear evidence of the underlying strength in most of its other main businesses.

FT Share Information

The following securities have been added to the FT Share Information Service: Brit Investments (Section: Trusts Finance Land)

Pauls & Whites

Pauls & Whites, maltsters and animal food manufacturer, has called an extraordinary meeting for April 26 to consider changing the company name to Pauls.

"RIGHTS" OFFERS

Table with columns: Issue Price, Bid, Offer, High, Low, Stock, Dividend Yield, Net Dividend, etc. Lists rights offers like Anglo Dev. 10 1/2%, etc.

Stalemate at Broken Hill

No negotiations are taking place at the moment between the companies, notably Broken Hill South and CRA, and the unions although it is hoped that they will resume this week.

NEW ISSUE These Notes being sold, this announcement appears as a matter of record only. APRIL 1984

U.S. \$100,000,000

The Long-Term Credit Bank of Japan Finance N.V.



11 3/4% Guaranteed Notes Due 1989

The Long-Term Credit Bank of Japan, Limited

- LTCB International Limited, Morgan Guaranty Ltd, Bankers Trust International Limited, Banque Indosuez, Chase Manhattan Capital Markets Group, Credit Lyonnais, Deutsche Bank Aktiengesellschaft, Girozentrale und Bank der osterreichischen Sparkassen, Lehman Brothers Kuhn Loeb, Manufacturers Hanover Limited, Morgan Stanley International, Orion Royal Bank Limited, Union Bank of Switzerland (Securities) Limited, Credit Suisse First Boston Limited, Salomon Brothers International Limited, Banque Bruxelles Lambert S.A., Banque Nationale de Paris, Commerzbank Aktiengesellschaft, Daiwa Europe Limited, First Chicago Limited, Kredietbank International Group, Lloyds Bank International Limited, Merrill Lynch Capital Markets, Nomura International Limited, Swiss Bank Corporation International Limited, S. G. Warburg & Co. Ltd.

SHARE STAKES

Crosby Woodfield-Barnard Securities has purchased 500,000 ordinary (6.94 per cent). Keep Trust-Director G. P. C. Howard has exercised an option to acquire 2m shares and now holds 1.5m.

BIDS AND DEALS IN BRIEF

Slough Estates has received 99.28 per cent acceptances in respect of its bid for Allnatt London, including the shares owned by Slough subsidiary Allnatt London Properties. The offer has been declared unconditional as to acceptance and will remain open until further notice.

BOARD MEETINGS

The following companies have notified dates of Board meetings to the Stock Exchange. Such meetings are usually held for the purpose of considering dividends. Official indications are available as to whether the dividends are in arrears and the sub-divisions shown below are based mainly on last year's statements.

PENDING DIVIDENDS

Dates when some of the more important company dividend statements may be expected in the next few weeks are given in the following table. The names shown are those of last year's announcements (except where otherwise indicated) and are subject to change (indicated thus) have been officially notified. Dividends to be declared will not necessarily be at the amounts in the column headed "Announcement last year."

Table with columns: Date, Announcement, Dividend, etc. Lists pending dividends for various companies like Anglo Dev., etc.

FINANCIAL TIMES STOCK INDICES Table with columns: Government Secs, Fixed Interest, Industrial Ord, Gold Mines, FT-Acc. All-Share, FT-SE 100, Apr 6, Apr 7, Apr 8, Apr 9, Apr 10, Mar 30, 1983/84 High, Low, Since Completion High, Low.

THE MORTGAGE BANK OF DENMARK ADMINISTRATION AGENCY OF THE KINGDOM OF DENMARK. UNCONDITIONALLY GUARANTEED BY THE KINGDOM OF DENMARK.

ROTHSCHILD ASSET MANAGEMENT (CI) St. Julian's Court, St. Peter Port, Guernsey. O.C. INTERNATIONAL RESERVES LIMITED.

Granville & Co. Limited Member of NASDIB 27/28 Lovat Lane London EC3R 8EB Telephone 01-621 1212 Over-the-Counter Market.

Handwritten signature: Jeff... 11/10

FINANCIAL TIMES SURVEY

Monday April 9 1984

Cleveland, Ohio

Cleveland is in a period of awkward transition. As older labour-intensive industries decline it is searching for its share of new technologies and services jobs

By TERRY DODSWORTH

ONLY 180 YEARS ago, Cleveland was little more than a couple of shacks on a marshy flood plain where the Cuyahoga river empties into Lake Erie. But nature had already singled it out for an eventful future.

Standing at a vital route intersection it exploded into growth as the American industrial revolution swept through the North East, successively absorbing and profiting from the waves of investment in steel, oil, motor cars and general metal working.

That great wave of manufacturing expansion has now slowed. Today, Cleveland wears the nineteenth-century look of a nineteenth-century boom town, its sprawling steel mills smoking stfully along the banks of the Cuyahoga, while its commercial centre, sprinkled with the architectural evidence of a prosperous past, seeks a new future with a rash of modern office buildings.

Fading look

It is by no means clear as yet what this future will hold. Like most of the great metal-producing centres of the western world, Cleveland is now in the midst of a period of awkward transition.

This change was brought home to it, and to all the world, in a series of incidents the city likes to forget—the bitter riots of the late 1960s, which virtually coincided with the environmental row which broke out when the heavily polluted river caught fire.

Ten years later, Cleveland defaulted on some of its debts, the final ignominy for a city

which had generated such enormous wealth in the past. The shock of these events has undoubtedly altered attitudes. The glittering new city centre skyscrapers are the most visible evidence that the city is trying to change itself, and its direction, but the transformation by no means starts and ends there.

Politically, Clevelanders have taken a hard look at themselves and voted in a sober Republican mayor who has been willing to increase taxes to balance the books. This new realism has been accompanied by a broad-based move in the business community to re-ject some dynamism into the city's industry.

The problem these new pioneers face is one that is common to much of the American north-eastern industrial belt. From Detroit to Pittsburgh, the old boilerhouses of the U.S. manufacturing system are in decline as demand moves on to newer technologies than the ones they gave to the world. There are a number of sometimes conflicting explanations as to why this evolution in industry has hit the region so hard—but virtually everyone is agreed that it was compounded by a dangerous mood of complacency in the post-war period.

In one sense, this attitude was not particularly surprising. Like other U.S. manufacturing areas, Cleveland was lulled into a false sense of security by the golden era in industry which broke out between the end of the depression and the oil shock of the early 1970s. Steel production boomed in this period, while the steady expansion of the U.S. motor industry brought prosperity to its component and machine tool companies. But these were also the years which sowed the seeds of the future setbacks. U.S. industry had been so



MILESTONES IN THE CITY'S LIFE

- In 1882, Cleveland was recipient of the All-America Cities award, having recovered financially after defaulting on its fiscal obligations in 1878; Cleveland was the first city to default since the great depression.
- The Cleveland Foundation, begun in 1914, is the country's oldest and largest community foundation, with assets of more than \$200m. It contributes over \$10m annually to such local programmes as family planning, care for the young and the aged, and various neighbourhood revitalisation projects.
- The Cleveland Clinic, founded in 1921, has become one of the largest privately funded and acclaimed medical centres in the world. Housed in 15 buildings over 11 square blocks, it has over 1,000 beds.

This institution, a leader in the fields of artificial organs and treatment of cardiovascular diseases holds claim to numerous medical advancements, such as practical use of one of the earliest heart and lung machines, development of coronary cine angiography and cardiac catheterisation, as well as the artificial kidney. A team at the clinic's Artificial Organ department is now in the process of developing an artificial heart and pump.

● The city is home to the Fourth District Federal Reserve Bank, two national investment banks, McDonald and Company and Prescott, Ball and Turben, and two of the top ten law firms in the country, Jones, Day, Reaves and Fogue and Squire, Sanders and Dempsey. Cleve-

land has 26 savings and loan associations with combined assets of nearly \$13bn. Total bank and savings and loan assets in the Greater Cleveland area amount to over \$30bn.

● Greater Cleveland ranks tenth nationally in newspaper markets with 23 dailies with a combined circulation figure of more than 1m.

● The Erie Canal, in use by 1852, along with the opening of the railroad in 1851, made Cleveland into a major port, linking it with the eastern markets. Over 1,200 cargo ships a year dock at Cleveland's 65 docks, annually loading or unloading more than 20m tons of goods.

● One of the cultural centres of the U.S., the Cleveland Symphony, formerly conducted by Lorin Maazel, is

considered one of the "Big Five," and the Cleveland Museum of Art ranks with the greatest museums in the world.

● Ranking fifth in the U.S., Cleveland is headquarters to more than 30 corporations listed in the Fortune 1,000. John D. Rockefeller, a native of Cleveland, began his Standard Oil of Ohio, Sohio (the first link in his chain of Standard Oil companies) in 1870. Other famous Clevelanders are Mark Hanna, a U.S. Senator and Henry B. Payne, who also served in the Senate. Jeptha P. Wade, a prominent Cleveland businessman is best known for combining 13 different telegraph companies into what became known as the Western Union Telegraph Company.

RIVKA NACHOMA

green-field investments away from the North East to undeveloped farmland areas where wages are lower and workforces more open to change.

Eaton, the motor components manufacturer, is an outstanding example of this trend; once a major Cleveland employer, it now has virtually no manufacturing jobs in the city.

Some economists and analysts put heavy responsibility for this decline upon trade union

organisation. "No one will build a plant in Cleveland like Honda's in Columbus," says Mr Theodore Aldred Dean of the Weatherhead School of Management at Case University, "because no one walks into the United Auto Workers unless he has to."

As this example shows, Cleveland is now losing jobs to areas which are virtually on its doorstep in southern Ohio, and where a lack of industrial tradi-

tion is seen as a positive advantage.

Management also comes in for its share of criticism. The last 20 years have seen both a slippage in U.S. investment and a willingness to compromise on productivity which is now being paid for in lost markets. The cheap dollar policies of the 1970s in no way prepared industry for the tougher competitive climate.

The impact of these failures is clearly shown in the employment and demographic statistics for the area. Cleveland's population peaked in the late 1950s, when it approached 1m, but it has since fallen steadily to reach 574,000 by the last census date of 1980.

The city has an unemployment rate of almost 14 per cent, and in the larger Greater Cleveland Standard Metropolitan Statistical Area, non agricultural employment has fallen from 874,000 in 1978 to 817,000 last year. In the same period, service jobs have increased only marginally, while manufacturing jobs fell by almost 23 per cent to 210,000.

Some of the factors which have produced this stark picture of decline will be virtually impossible to reverse. The steel industry, for example, has now moved irreversibly towards an international commodity structure and will never again employ the numbers it once found necessary in the U.S.

At the same time, the drive towards factory automation and manufacturing productivity is cutting away at the employment base in many of the industries which were the foundation of the Cleveland economy.

Given that some of these basic industries seem ready for even further shake-outs, it is difficult to see how the city can escape quickly from its downward spiral. Even so, some experts argue that the severity of the contraction may have a beneficial effect in the long run. "People always underestimate the forces of equilibrium which are at work in institutions," says Mr Alfred, pointing to some local union contracts where wages have been brought down to "something reasonable" to keep companies in Cleveland.

CONTENTS

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One of the most obvious examples of this process of self adjustment is in the way the city has rallied to the efforts to put its finances back on a sounder footing. This move has had both a political and an institutional dimension. Politically, it brought in a mayor, Mr George Volinovich, with a sufficiently strong mandate to be able to push through two personal tax increases levied on city payrolls, although he has failed with a third effort. Institutionally, it has enrolled business and the professions—and to some extent the trade unions—in a drive to reinvigorate the city.

The main hope for the future, however, must lie in an entrepreneurial re-birth of the kind which has suddenly lifted Boston out of the rut over the past 10 years. Venture capitalists in Cleveland give the impression that there is plenty of money available for new projects if only the entrepreneurs can be found to use it—indeed, the Morganthaler Management Corporation, the largest venture capital organisation in the area, and one of the oldest in the country, does much more of its business outside the region than within it.

There are many hard-nosed businessmen in Cleveland and the North East who believe that this recovery will emerge once the natural process of cost adjustment had worked through.

INVESTING IN THE FUTURE?



INVESTIGATE OHIO.

Ohio is at the heart of where innovation and industry unite.

It's a place where advanced production technologies merge successfully with basic manufacturing processes. That's why investing in Ohio is an investment in the future.

Ohio is truly at the heart of a progressive business environment.

We're at the heart of accessibility with over 800 airports in Ohio, each separated by an average of just three minutes flight time. Over 50% of the total U.S. population lives within just a day's drive of Ohio—a claim neither New York nor California can make.

We're also the heart of an international business market, with Ohio ranking behind only California and Texas in total exports. Foreign investment in Ohio is over \$330 million, and international trade accounts for nearly 15% of Ohio's Gross State Product.

In the polymer industry, progressive Ohio corporations such as Goodyear, Goodrich and Firestone are working closely with respected scientists at Case Western Reserve University and Akron University to success-

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CLEVELAND OHIO II

Prudence cushions the shocks

Banking
TERRY DODSWORTH

CLEVELAND'S BANKS have rarely figured big in the record books. Sandwiched between the giants on the east and west coasts, overshadowed in size by their near-neighbours in Chicago, they have established a reputation for a brand of prudence which verges on conservatism.

Their spirit of adventure has failed to match that of the large and successful manufacturing companies on their doorstep which have gone out and conquered the world.

This caution has its critics. But in the troubled credit conditions of the past few years it has insulated the Cleveland

banks from the worst of the problems that have hit others in Third World lending, energy investment and real estate.

Indeed, whereas many U.S. banks were shrinking their assets last year, as they cut back loans to improve their capital ratios, the Cleveland banks were adding to their loan portfolios. One of them, Society Corporation, expanded its book by around 25 per cent, and National City's also went up by 15 per cent.

This is not to say that they have no problem areas. National City had to make loan loss provisions last year of \$23.9m, and Ameritrust, which has been stung in both Mexico and Brazil, also provided \$17m after setting aside \$41m over the previous two years.

Indeed, Ameritrust's non-performing assets as a percentage of its total assets has now risen to 2.3 per cent—although

It admittedly uses the conservative method of putting loans into the non-accrual category after 90 days of non-payment of interest.

By the standards of many U.S. banks, however, the Cleveland banks have maintained a solid safety margin. Their loan loss reserves tend to be a little higher as a percentage of total loans than the average of 1.3 per cent for the industry last year, and they are, if anything, undergeared: National City's long-term debt stands at only 20 per cent of total capital, while Society Corporation's is 18 per cent, and Ameritrust's is zero. By contrast, most of the top 20 U.S. banks operate with long-term debt of more than 30 per cent of capital, while Citicorp, the industry leader, has a ratio of 63 per cent.

The flip side of this emphasis on cautious development is that

CLEVELAND-BASED BANK HOLDING COMPANIES

(year ended December 31, 1983)

Holding Company	Total assets \$m	Growth rate	Net income \$m	Growth rate	Total deposits \$m	Growth rate	Return on assets %	Return on equity %	Loan-to-asset ratio %	Non-performing assets % of total assets
National City Corporation*	6,585.9	-2.5	48.1	+10.2	4,566.6	+1.8	.77	11.84	11.31	23.9
Ameritrust Corporation	5,797.1	+0.8	51.1	-17.5	4,223.5	+4.5	.90	11.10	10.65	17.0
Society Corporation†	4,282.3	+9.5	29.2	+9.5	3,357.1	+11.5	.74	11.41	11.36	9.8
Centra Corporation	2,900.0	+3.6	18.0	NA‡	2,200.0	+10.0	.63	NA	12.15	10.8

* Agreement in principle for the merger of BancOhio Corporation, Columbus, with assets of \$6.1bn, into National City Corporation.
† Approval received from Federal Reserve Bank of Cleveland to acquire The First National Bank of Salem, transaction effective on January 9, 1984. Application to merge Interstate Financial Corporation, Dayton, with assets of \$1.1bn into Society Corporation, filed with Federal Reserve Bank of Cleveland.
‡ Centra Corporation showed a loss of \$8.7m for the 12 months of 1983.

Research: Rivka Nachova

the Cleveland banks have not grown at anything like the same rate as the pace-setters in the U.S. industry. According to the latest analysis by Forbes magazine, asset growth in the banking sector over the past four years has averaged 13.5 per cent, while equity per share has grown by 8.7 per cent. None of the Cleveland banks has matched these figures.

The fastest growing group, National City, achieved 10.6 per cent in asset expansion, but only 6.5 per cent year in equity per share, while Ameritrust's assets grew at a rate of only 2.8 per cent.

also allow in outside competitors. Until 1978, the Ohio banks had operated within theoretically limited marketing areas based on county structure. However, a form of State-wide banking was feasible even at that time, through holding company structures which allowed groups in one county to invest in banks in other areas as long as the two businesses were kept operationally separate under the parent company umbrella, using this loophole in the law several banks developed embryo State-wide structures.

for the premier position that we cannot generate the necessary loan growth naturally. Consequently, we have made it clear that we shall be active in acquisitions.

Society is not so obviously aggressive, although it has clearly been positioning itself to be ready either to acquire or be acquired at a reasonable price when the barriers to interstate banking go down.

Banking arms
Originally a savings bank, Society changed status in 1958, and has since added a commercial banking wing to its primarily retail, consumer business.

As a result of a series of takeovers starting back in the 1960s, it has one of the largest branch networks in the state, soon to be expanded to around 250 units after the amalgamation with a Dayton bank. But it is markedly reluctant to expand too far into the risky business of commercial banking outside Cleveland, in spite of its established expertise in the field of satellite financing and health care.

The consensus view however, is that this will not go through until the banks themselves come to some sort of understanding on what they want—and at present they are split right down the middle.

On the one side, there is a group led by National City and Bank One, that would like to go in one step to complete reciprocating status with Ohio banks being allowed to expand into any state in the country, so long as it had similar rules.

Rash of takeovers
Six years ago, the State gave a further nudge to this process of integration by altering the regulations to allow the competitive merger between the so-called multi-bank holding companies and their subsidiaries, and allowing them to branch under their own names across county lines. Another rash of takeovers followed, reducing the state's total of banks from 400 to 337 in the ten years to 1983.

This wave of amalgamations has left Banc One as the leading institution in the state in now have some fairly aggressive objectives in commercial and

retail banking, but we recognise that we cannot generate the necessary loan growth naturally. Consequently, we have made it clear that we shall be active in acquisitions.

As a result of a series of takeovers starting back in the 1960s, it has one of the largest branch networks in the state, soon to be expanded to around 250 units after the amalgamation with a Dayton bank. But it is markedly reluctant to expand too far into the risky business of commercial banking outside Cleveland, in spite of its established expertise in the field of satellite financing and health care.

Whichever side wins, it is clear that the banks have only taken the first step so far down a road towards rationalisation which will see at least some of them disappear.



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Profits have suffered to some extent as well. Over the same four year period, none of them has quite matched the industry's average annual growth of 8.4 per cent.

This reflects National City's fall from grace in its portfolio investment business, which had provided a large slice of its profits in the 1970s, but which took a knock when the Federal Reserve Board changed its monetary policy in 1979; and at Ameritrust, which consistently earns a healthy return on its assets, it underlines a failure to gear up sufficiently on its equity base.

It is tempting to see this pedestrian performance as yet another indication of the economic malaise which has overtaken Cleveland. Until the 1970s, the banks were operating in one of the strongest economic environments in the U.S. As growth drifted to other areas of the country, they have inevitably suffered in not responding with an aggressive drive to expand their asset base elsewhere.

Today, however, a more adventurous policy is being forced upon them. Like banks throughout the country, the Cleveland institutions are now faced with the prospect of a new deregulated structure which will allow them to move their deposit operations outside the State — and which would

Cuts and corporate sector aid recovery from default

Politics
PETER BRUCE



Cleveland Mayor George V. Voinovich, in office since 1979, responsible for replacing confrontation with cooperation between the city's public and private sectors.

TRYING TO hold a conversation with Dennis Kucinich in a downtown Cleveland cafeteria can be frustrating. People keep coming up to pat him on the back, shake his hand, talk about old times, as if he were still a young man, or of new plans.

Mr Kucinich is popular in some quarters but mere mention of his name invites almost universal condemnation from Cleveland's normally generous establishment which supports the city's world famous orchestra, and art museum, and which has helped Cleveland become the nation's major per capita contributor to the United Way, the biggest charity in the U.S. In 1979 the establishment broke him.

Kucinich used to be the mayor of Cleveland, but his extraordinary rise to prominence—at 31 he was the city's youngest mayor—ended when he was elected by a slim majority in 1977—effectively came to an end on the morning of December 15 a year later, when local banks pulled the carpet out from under his feet and declared Cleveland in default.

He was thrown out of office at the next election, in 1979, despite winning a tax increase to help pay off the city's debts and despite winning by a 2-1 margin a referendum supporting his decision not to raise the money by selling the Cleveland power utility into the private sector—an option he maintained was put to him by the banks.

It would have been Governor of Ohio today if I had done the deal," he says.

But the default, on debts that had been rolled over before, was not altogether surprising. Kucinich had antagonised Cleveland's powerful business community early on, characterising corporate leaders as either greedy or self-seeking and he had also lambasted the city council as "buffoons".

He had also focused nationwide attention on Cleveland by gathering around him a coterie of young, inexperienced officials. This financial director was then 36, his assistant safety director 22, and his school board president 27.

was quick to restate its mark on the city's administration.

Voinovich began calling in private sector help the day he entered office and a team of auditors from seven local accounting firms and five corporations began rummaging through the city's books.

The mess was remarkable. Accumulative city debt turned out to be more than \$100m. Parts of City Hall were unoccupied, while municipal employees were billeted in expensive downtown offices. The private sector task force brought in by Voinovich eventually came up with a list of 650 economies designed to save an immediate \$37m and a further \$77m a year.

Meanwhile, the new Republican mayor and the long-serving Democrat at the head of the city council (Forbes has been council president now for 12 years), were getting along famously. Peace had broken between the books had been balanced.

Last year Cleveland successfully re-entered the bond markets, raising a modest \$37.75m issue to help repair a crumbling infrastructure and some of the 11,000 potholes that dot the city's streets.

The sale of the bonds was an important boost to the administration whose efforts to get Cleveland's credit rating with Moody's and Standard and Poor improved had failed a month or two before. Cleveland has been back to the debt market again, this time for more than \$50m.

The Cleveland banks had also agreed on pain of a three-year financial recovery plan, to convert the city's debt into long-term bonds and to top it all, Voinovich was re-elected with a whopping majority in November 1981, to a four-year term after voters had agreed to extend the mayoral term of office from two years. The mayor's office is now beginning to get a little steamy however.

"Tranquillity is not a natural state of politics here," says Kucinich, who to the horror of those critics who thought him dead and buried, won a seat back in council last year.

Voinovich's problem is that he is having to compromise in order to keep Cleveland in the black and the banks satisfied. Policemen have been laid off. A few fire stations closed. Environmental control resources have been pruned.

The cuts so far have been relatively minor, but rationalisation of services wasn't

supposed to be part of the rebirth of sound city government at all. The mayor failed in February to win a further tax increase from the city's voters (even though the Cleveland voters contribute only around 30 per cent of total income tax revenues; the rest comes from suburban commuters who work downtown and who are taxed on their payroll).

He then retaliated by cutting back some services, an action that flew right back at him in the form of a blizzard so severe that the city found it did not have the resources left to clear the streets of snow.

There are other banana skins lying in waiting for the mayor. George Forbes, whose role as Voinovich's link to the all-party city council is vital, and whose finely tuned sense of compromise between the primitives of his black constituents and his establishment patrons is legendary, is also in some trouble.

has traditionally not employed organised labour.

Voinovich's potentially powerful influence on the big blue collar vote, in Cleveland, says he would not support Voinovich again. "The honeymoon," he says, "is over."

On balance, however, Voinovich is still ahead of the game and with an election coming up next year some local observers believe he may decide to quit while he is ahead. The mayor says he hasn't decided yet, but that he has been approached about possible "missions" to either Columbus, the state capital, or Washington.

One barrier to getting out unscathed could be the lack of an obvious successor. "He should be grooming someone now," says one city lawyer. Another intriguing possibility could be an attempt to oust Voinovich from Cleveland to unseat Forbes as council president.

In a sense, though, the politicians are irrelevant to Cleveland's short-term future. Responsibility for this seems to rest for now squarely with the business community.

The corporate Cleveland strategy appears to have two main prongs. Firstly the Greater Cleveland Round Table, a discussion group set up by Mr. Lawrence W. White, chairman of the Eaton Corporation, in 1981, serves to bring together as many of Cleveland's diverse ethnic political industrial and labour interests as possible in an attempt to influence Sen. Austin, describes to "rationalise and prioritise Cleveland's agenda."

The Cleveland Tomorrow Committee, on the other hand, and chaired by Mr. White and other business leaders in 1981, appears to have set the city's targets in advance, coming out as it did in 1981 with a programme to revive Cleveland's economy.

Cynics are probably being unfair in arguing that the Round Table exists to do little more than bring community leaders in behind the Cleveland Tomorrow programme. But there are signs of frustration at the time being taken to tackle what corporate leaders believed to be the local economy's biggest problem—high wages—and this was one of the issues the Round Table was supposed to deal with.

Only a handful of union leaders sit on the Round Table and Sarah W. Wheeler, who is the body's still "trying" to filter its message down to union rank and file. Mayor Voinovich also says that the management-labour "confusion" is "not happening quickly enough."




Even Dennis Kucinich admits that business "has a legitimate function and interest in the future of the city's economy" and it seems that the structures elected by corporate Cleveland to map out that future, have gained the broad support of the population.

Given the restoration of sound, or at least consistent, management to city government, a national economic recovery in train and at least a veneer of civic consensus, Cleveland has probably not had a better opportunity in years to resolve its problems.

Those problems after decades of mismanagement and waste, have come to resemble, in scale, if not detail, those of any other mature U.S. metropolis. And that is an achievement in itself.

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Spit in it

CLEVELAND OHIO III

Strong growth offers an unexpected lifeline

Services PETER BRUCE

ASK ANY Clevelander what the city's fastest-growing privately-held company produces and most would probably suggest a sophisticated piece of machinery. In fact, for the past two years, the prize has gone to a father and son who run a string of parking lots.

In a city where manufacturing giants like Republic Steel, Eaton Corporation, TRW, White Consolidated, Parker Hannifin, Acme Cleveland and Sohio have grown up, the 3,252 per cent turnover last year, to \$5.5m, might reasonably be considered a near heresy. But that is not the end of it. Cleveland's biggest employer used to be Republic Steel—now it is a hospital. The city's fastest growing industry is no longer the motor components business, but the law.

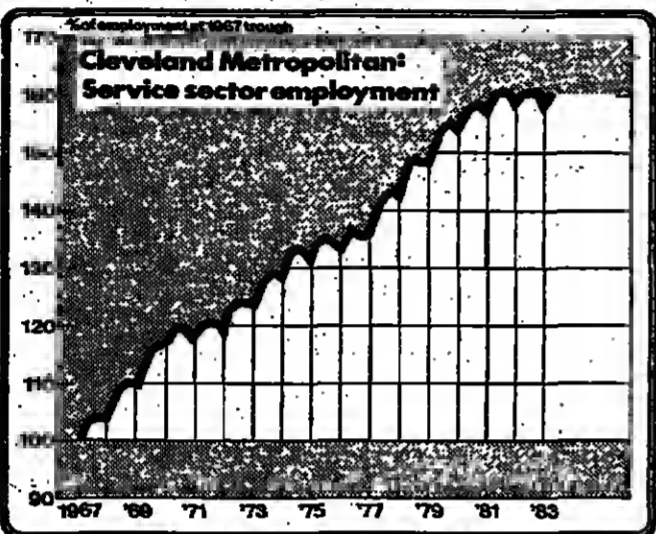
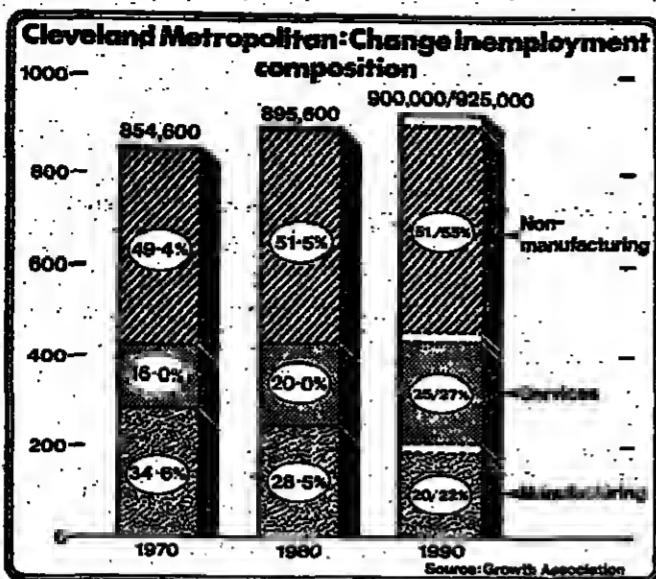
There has been a sharp change in the city's industrial profile in the past five years. As virtually every sector of the diversified manufacturing economy has fallen foul of the recession, so has an apparently immune services sector shruggled it off. While manufacturing employment fell from 276,300 in 1979 to 212,000 towards the end of last year, service jobs, excluding finance, insurance, local government and property, rose from 184,200 to nearly 200,000. In the past 10 years, service industry jobs have increased by well over 30 per cent.

Rewards

The strength of Cleveland's service sector, and of the non-manufacturing sector in general, has given heart to big business in the city. "Anytime you move from manufacturing industry to services you protect yourself from cycles," says one Ameritrust economist.

This growth is partly explained at least by the fact that while many of the major Cleveland-based manufacturers have cut back severely, if not totally, on production in and around the city, their headquarters, have remained and local legal and accounting firms, consultants and other skilled professionals have been able to reap the rewards of industrial expansion in the south, where labour is cheaper and abroad, where the possibly less fragile comfort is that the city's position on Lake Erie and its commanding view of the freight routes between the Eastern seaboard and the heavy industry around Chicago and Detroit.

But perhaps, because the slump in manufacturing employment has been so keen and so steep, neither the business, nor the academic community knows, with any degree of certainty, just why the service industries have taken such a hold.



favour as anywhere else, but they are sensitive to the attractions of the southern and western parts of the country. "I can't think of any reason why the headquarters should go," says the Growth Association's Trutko, adding, unprompted, "sum is fine if you want to retire but if there's no manufacturing service sector growth has been at the lower end of the economic scale is also unclear. Redundant manufacturing workers lucky enough to find new jobs often have been forced to take dramatic cuts in pay. One 50 year old former Eaton employee earning \$12 an hour, now works at night for \$4 an hour at what a close friend describes as "packing things."

Haunted

"There's a big gap between all the fancy statistics and what the real problems are," says one local government official in the generally working class suburb of Brook Park. While some of the suburb's unemployed have been recalled by nearby motor plants more than half of those who have found jobs have had to take heavy pay cuts in return, and most of these new jobs have been in the service sector.

The prospect of a "service" mentality taking root in Cleveland haunts Frank Valenta, director of the United Steel Workers District 28. "Sure we want an improvement in services but if there's no manufacturing then there's nothing to service," he groans. "How long can we exist cutting each other's hair and doing each other's laundry?"

Cleveland's small scale manufacturers, sentiment about the fashionable new services runs close to contempt. "My doctor and lawyer friends think it's wonderful to have a dollar that's 34 per cent overvalued," says one local producer, "because they can go out and buy a Mercedes and spend a weekend in London and have a lot of fun."

There is some evidence to suggest that the powers that be in Cleveland are listening to the fears voiced by Valenta. Programmes to shore up industry are being discussed, but essentially, he and other trade unionists, and many smaller manufacturers, worry about the speed with which the growth of services has been latched onto as either inevitable or desirable.

What most worries these groups is that the growth in services, whether advanced or basic, has been largely accidental. "To an extent, these fears are echoed by Dr Knight. "There is no strategy," he says, and the warning, left hanging in the air, is that the city is going to have to find ways to add some substance, and quickly, to all the talk of strengthening those remaining basic industries if the service industries do not find one day that they are being recalled along on little more than a cushion of air."

It seems, however, that Cleveland, with its highest department store making record profits last year with the first year of membership opening downtown in more than a decade, and with new buildings rising in the centre, is going to find listening to the sceptics hard to do.

Whatever the reasons behind the growth, the fact of it has come as an enormous relief to the city's busy strategists. "I've always felt we have the strongest management services sector between New York and Chicago," says Mr James Trutko, an economist with the Greater Cleveland Growth Association (the local Chamber of Commerce).

The services lifeline often hangs, however, by a very thin thread. One recent demonstration of this came late last month when the U.S. Justice Department announced that it was going to buy the assets of Republic Steel the go-ahead to merge. Effectively, Republic is being taken over by J & L's parent, LTV of Dallas and while the new steel group's operations headquarters will stay in Republic's building in downtown Cleveland, executives there expect some key operations, including the legal and financial departments, will have to report to Dallas. Cleveland's service sector will have to fight to hold on to the business.

It is difficult to judge just how important corporate headquarters are to the local economy. Dr Richard Knight, a Cleveland State University economist, argued in 1977, however, that the contribution made to the economy by headquarters jobs tended to be overshadowed by publicity given to plant closures and that one headquarters post in fact supported five times as many local jobs as

a single production worker. If that is true, and still is, Dr Knight's contention that Cleveland is in the process of establishing itself as a centre of corporate brain power and advanced services.

Exactly difficult to measure is the degree to which those corporations with headquarters in Cleveland are committed to staying. About one-third of the city's major headquarters have been "lost" since the early seventies—around five have moved and around six have been lost through mergers or takeovers.

The departure of Harris, a manufacturer of printing equipment, to Florida about two years ago was a clear signal of just how difficult the dreams of a new, racy high tech Cleveland may be to realise. "Harris wanted to get into new technology," recalls Mr Knight, "but the solutions they were getting from Cleveland were mechanical, not electrical."

Although the new \$47m Eaton Center, the new \$200m Sohio headquarters, and the new \$80m TRW headquarters buildings, all in various stages of completion, may warm the hearts of the town's lawyers and auditors and doctors, it can sometimes seem as if these companies are tied to Cleveland by little more than sentiment.

Cleveland's publicists are quick to point out that the notion that multinational corporate headquarters could be sited anywhere in the U.S. works as much in the city's

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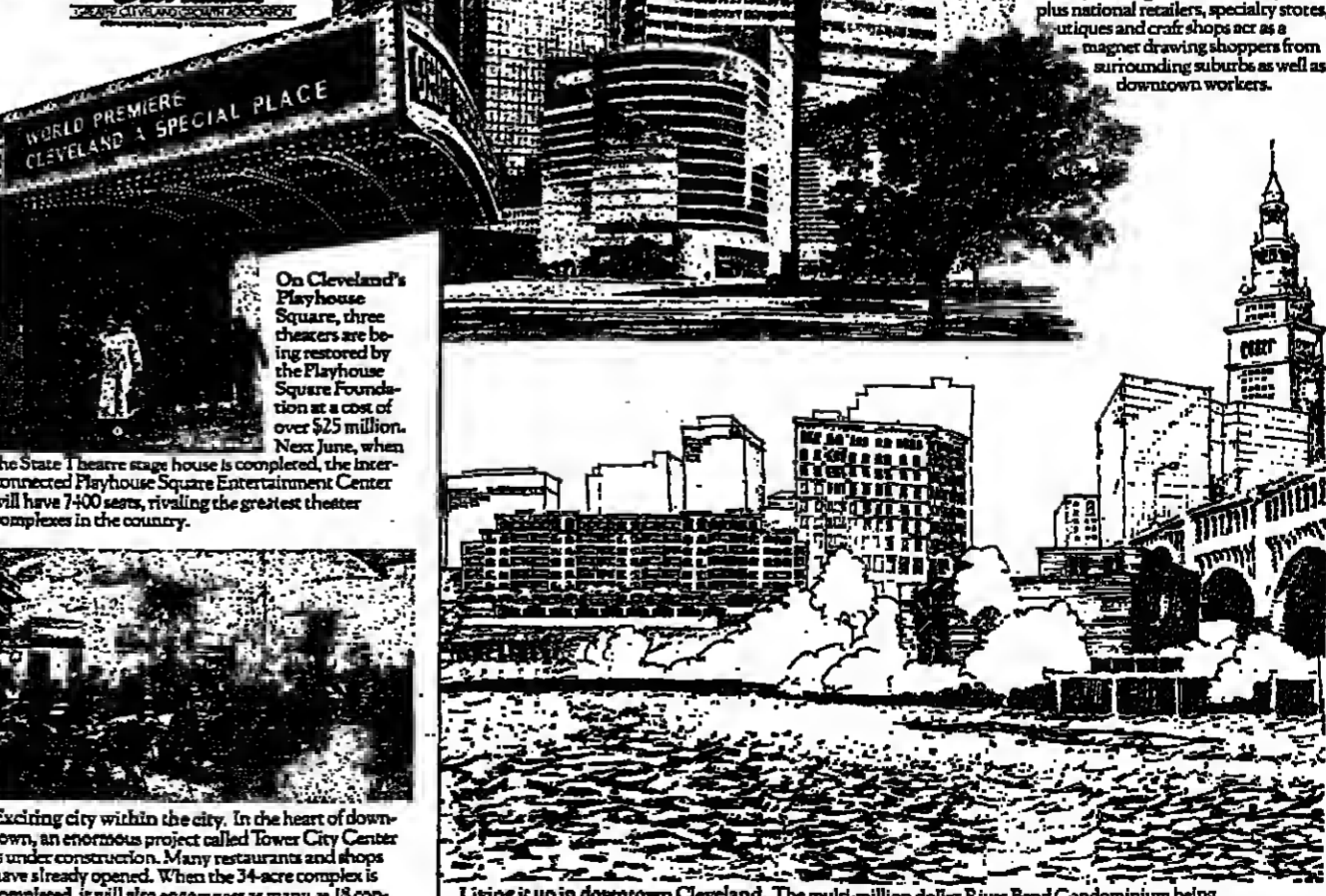
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Exciting city within the city. In the heart of downtown, an enormous project called Tower City Center is under construction. Many restaurants and shops have already opened. When the 34-acre complex is completed, it will also encompass as many as 18 connected buildings and include office towers, major department stores, hotels and condominiums.

Cleveland Clinic provides spin offs

Health Care PETER BRUCE

ON Thursday March 22 the first patients of the day were wheeled into operating theatres at the Cleveland Clinic just before 8.00 am. By the end of the day, surgeons had worked on 71 patients, a little below average, performing 10 heart bypass operations, restoring four hands, at least one kidney transplant, three mastectomies, repaired a damaged retina and extracted an impacted wisdom tooth.

At least one of the bypass patients spent the previous night in the Clinic Inn, a plush resort in the grounds of what has grown to be the city's single biggest employer, before being sped into the theatre in the morning and by now, according to the clinic's law of average, could be back at work a year to its 1,068 staffed beds, in addition to seeing 500,000 outpatients. The Cleveland Clinic has become the centre of a sprawling healthcare network throughout the city, which now boasts some 24 other hospitals, with more than 10,000 beds, and, at the last count, catering for at least 45 small clinics offering for anything from routine check ups to drive-in surgery.

goutres, which produced a massive swelling around the neck, seemed at the time to have reached a serious proportion locally. While treatment of the goitre itself was not particularly difficult, removing the growths without massive damage to surrounding tissue was another matter. The technique was still credited with pioneering what has come to be known as "less radical surgery" technique that has helped countless women come through mastectomy without severe damage to surrounding tissue.

Although the clinic's first successes were surgical, a Dr Irvine Page arrived at the hospital in the Forties, having begun to doubt the conventional wisdom of the day which held, basically, that high blood pressure was a good thing. Years earlier he had noticed a link between hypertension and heart disease and strokes and with colleagues at the clinic he began to look for ways to treat it.

maintaining whole body functions by mechanical means was relatively short, enabling surgeons to do early work in open-heart surgery. By the late Sixties, with so much interaction between disciplines at the hospital, accidents of good fortune were bound to happen. The heart bypass operation was one, and came about when a cardiac surgeon strolled into a theatre to watch some colleagues rerouting an artery around a permanently damaged section of a kidney. The technique, he realised, could easily be applied to the heart. Nearly 30,000 bypass operations have been performed since the first in 1967.

The surgical successes, however, tend to overshadow the progress made in diagnostics during the research into cardiovascular disease. The clinic developed the cardiac catheterisation technique in 1968 and it is now common throughout the world.

The foundation that runs the clinic does so on a non-profit basis but nevertheless does handsomely from its revenues last year amounted to more than \$360m, with patients paying an average \$200 a night. "Everybody comes here," boasts one official. The publicity handouts list, among others, the kings of Saudi Arabia, Bhutan, Mary Pickford and the president of the Teamsters Union among past patients.

ment manufacturers are also based in the city. Picker International, part of Britain's GEC, and Technicare, part of Johnson & Johnson, are leading research into ground-breaking diagnostic machine that threatens to make the much-fused-over scanner obsolete in just a few years. The Nuclear Magnetic Resonance (NMR) technique does away with potentially harmful X-rays altogether and both producers have machines installed in Cleveland's hospitals for testing.

Picker, the older and larger of the two (with a turnover of some \$700m compared with Technicare's \$600m) has been in Cleveland for 40 years and came to the city not because of its hospitals but because of its machine shops, to which it still contracts out piecework on a range of medical equipment ranging from tables and beds to conventional X-ray machines.

The presence of both Picker and Technicare, and around 30 other smaller medical equipment suppliers, has encouraged some Cleveland strategists to muse about a new medical equipment industry flowing into the city. "Not so," says one Ameritrust economist. For one, the growth in equipment is likely to be in smaller, lighter products that could easily be shipped into the market around Cleveland and, argue some local equipment manufacturers, Cleveland is already overbedded. The State Government, concerned at the rising cost of health services in Ohio, has also imposed a moratorium on "capital spending by local hospitals."

CLEVELAND.

CLEVELAND OHIO IV

Strong base for law firms

LEGAL FOLKLORE in Cleveland does not actually detail just how the city's lawyers have come to be as powerful as they are. One story has it that Andrew Squire, a founding partner of the city's biggest law firm, Squire Sanders and Dempsey, spoke at President William T. McKinley's funeral in 1901. Squire, it is said, aimed to have known four U.S. presidents on first name terms.

A more credible link to Washington, however, probably comes through Mark Hanna, local industrialist, Republican Senator and chairman of the Republican Party around the turn of the century. Squire knew Hanna, and it was most likely that links of this sort drew Cleveland lawyers into a partnership with industries that were beginning to flourish around the city.

Washington was, anyway, too far away then for local lawyers

Legal Services

PETER BRUCE

to be able to profit from any political work and Squire, a business consultant, must have been happy with the business opportunities closer to home.

Industry, and a profusion of major corporate headquarters in the city, have spurred on almost embarrassing growth in legal service jobs in Cleveland. Between 1968 and 1980, for instance, law service employment rose nearly 85 per cent to some 5,000 people among Cleveland's firms, two of which—Squire Sanders and Jones, Day Reavis and Pogue—rank among the 10 biggest in the country.

The present chief at Squire Sanders, Mr George Meisel, clearly believes Cleveland is still a good place to be based in, even though the decline in manufacturing around the city has meant a decline in the amount of corporate legal work involved in union pay settlements. As the city's big corporations have shifted their manufacturing bases to the more attractive (and compliant) workforces of the south and west the legal work has piled

up back at corporate headquarters. Even those companies that have moved away have found the local law firms only too willing to follow them. Squire Sanders opened an office in Miami when Harris Corporation moved there and Jones Day followed Diamond Shamrock to Dallas. Tenacity like that has helped the two firms' annual billings to grow to around \$50m a year, and that is a conservative estimate.

The two big firms have also spread themselves to other parts of the country. Predictably Columbus, Ohio's capital, has become an important location and at least four other Cleveland firms have operations there. Washington D.C., too, attracts plenty of lawyers, but Squire Sanders, with 307 lawyers on its staff, has also expanded to New York, to pick up business on the financial markets, and to Phoenix, Arizona—one Squire Sanders lawyer was forced to move there when doctors told his wife to move for health reasons. "After he was down there for a while he began to realise there was quite a market," says Mr Meisel.

An equally fortuitous event— one of the firm's lawyers in Washington married the Belgian Ambassador to the U.S.— led to the opening of an office in Brussels, where the company has since done work for Société Générale and has just appointed a lawyer to look for opportunities within the European Community.

Some 10 per cent to 15 per cent of total Squire Sanders billings now come from abroad, Mr Meisel says, though not all from the Brussels operation. He does feel, however, that the presence of the five partners in the Belgian capital offers a unique opportunity to potential European clients, especially those interested in doing business in the U.S.

"We don't represent ourselves as Belgian or European lawyers," he says. "We are an American law firm with a Belgian office." That position might not have been intentional at the start but a newly discovered advantage to Squire Sanders, he believes, is that while a number of the big New York law firms have European offices, they have little experience outside New York, and, perhaps, Washington.

Diversity helps to ride recession

Manufacturing Industry

PETER BRUCE

CLEVELAND HAS always been one of the powerhouses of manufacturing industry in the U.S. Its position on Lake Erie has placed it at the centre of the iron ore routes from northern Minnesota to the steel industry around Pittsburgh in the south.

It straddles the freight routes between the huge capital goods markets to the west end of the consumer markets on the east coast. Probably to its lasting good fortune, the early industrialists in Cleveland never could decide what industry to get into. It just seemed to be a good place in which to make things.

Some 42 per cent of Detroit's industrial employment is accounted for by the motor industry, and steel takes up to 39 per cent of the jobs going in Pittsburgh, but the biggest concentration of industrial jobs in Cleveland, 18 per cent, is in what could loosely be called machinery. Local economists are convinced that the manufacturing diversity implied in those comparisons has saved the city from even more damage than it has suffered during the recession.

Up to 65,000 manufacturing jobs are thought to have been lost since the recession began to bite in 1979, a fall of around 25 per cent. Although there are signs of an improvement—both Ford and General Motors have been recalling workers to their metropolitan Cleveland plants as demand for cars continues to grow throughout the country—Cleveland's industries have yet to benefit substantially from the national recovery.

The city's problem is that most of its manufacturing industries are concentrated in relatively mature areas; non-electrical machinery, steel, tools and fabricated metals. They are all highly susceptible to cycles and, though fundamental to any large national manufacturing economy, have only modest growth prospects.

Typically the city and its surrounding industries have tended to produce components, not necessarily for consumer products, but for producer goods and this has meant that the Cleveland manufacturers

traditionally find themselves latecomers to any optimum in the national production cycle and early leavers.

"The effect is cumulative," says a recent report by the Cleveland State University's Urban Centre. "Each subsequent recovery fails to regain fully the employment lost in the previous recession." The decline has been relentless, although not always dramatic. In 1967, manufacturing industries employed 40 per cent of the workforce in the metropolitan area. There were recoveries in 1972 and 1978, but these same industries now employ only 25 per cent.

The most visible losses have come from the city's major industrial employers. Eaton has closed most of its manufacturing plants in the area, Republic Steel and Jones and Laughlin still have also cut back sharply on jobs, but it is almost impossible to gauge the effects of the recession on the hundreds of smaller machine shops, fabricators and machine tools builders that give real substance to manufacturing in Cleveland.

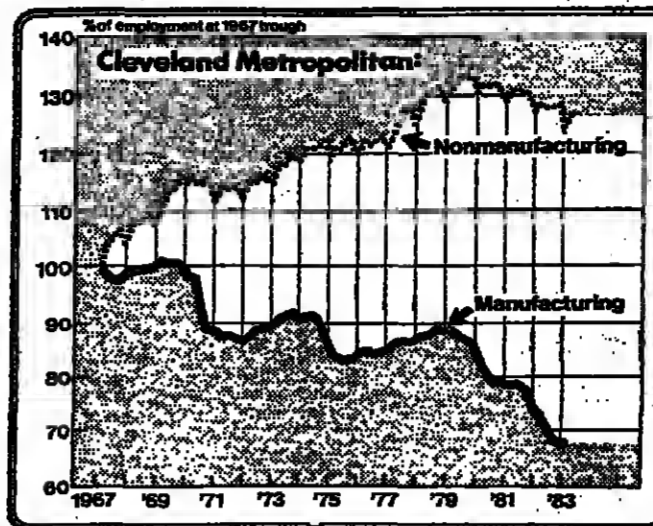
Accessories

There are about 420 companies making machine tools, dies, tools, jigs, fixtures or other machining accessories around the city. A quarter of them employ, at best, fewer than five people and more than two-thirds employ fewer than 20 people.

Local steelworkers union leader Frank Valenta says he has counted 48 fabricating companies disappear during the recession. The Ohio Bureau of Employment Services estimates that employment in the metalworking machinery industries in metropolitan Cleveland fell between 1979 and 1982 to its lowest level since the end of the Sixties.

For the most part, however, the smaller machine shops have proved themselves to be very flexible and resilient during hard times. They are not organised by the unions and find it easy to lay off and rehire, when demand picks up, from a vast pool of experienced local machinists. The medium-sized fabricators and subcontractors face a different set of pressures. Most are locked into agreements with trade unions and survival through the recession has meant severe belt tightening.

"A lot of companies have brought down their breakeven points during the recession," says Mr James Trutko, an economist with the Growth Association. "We should be



much more resilient. I think we are going to see a great deal of modernisation during this cycle and we won't only be helping ourselves, we'll be helping other people modernise."

That holds true particularly for the tyre producers around Akron. Firestone's net income improved from \$6m to \$11m last year with virtually no change in turnover. Similarly, income at B.F. Goodrich reached \$18.4m after a 1982 loss of \$33.2m, while General Tire & Rubber's net profits rose 247 per cent on sales growth of 36 per cent.

Some of the machinery companies have also found the necessary financial muscle to rationalise. At Bendix Automotive, for example (recently sold by Bendix's parent, Allied to Cross and Tractor) when the old Warner and Swasey lathe group still form the core company, breakeven point has

been reduced by around \$100m according to its chief executive, Mr Fred Seary.

Bendix had closed two Cleveland machine tool plants and cut 1,000 local jobs while it controlled the group and Mr Seary says that Warner and Swasey and its associated companies to turn last year's \$60m losses into profits towards the end of the year. The other major local machine tool builder, Acme Cleveland, has also cut jobs and sought to diminish its exposure to the crowded conventional machine tool markets by buying a high technology laser system produced in California, despite a \$32m loss last year.

Even further down the machine tool scale, some producers have managed to soften the effects of the recession by diversifying. Hill Acme for instance, a producer of customised machines, began making small

valves in the Seventies and has found a lucrative niche in the scrub equipment market to help smooth over the machine tool cycles.

Republic Steel has cut its Cleveland workforce to around 6,000, from nearly 10,000 three years ago, and installed modern continuous casting equipment at its integrated Cleveland works. The \$14m investment at the works, which sit just across the Cuyahoga river from a similar plant belonging to Republic's new parent, LTV, must have made it one of the most attractive plants in the merger between Republic and Jones & Laughlin Steel, the LTV steel subsidiary.

The two works are likely to begin loading much of the volume steel, chiefly for the motor industry, onto the Republic plant's cester, the only facility of its kind in the area, once the merger is completed.

While the merger of Republic and LTV may have saved the two companies plants in the heart of the city, Cleveland's steel industry, like that in the rest of the country, still has a lot of streamlining to do. U.S. steel has begun to try off people at its Cuyahoga Works in the run-up to the complete closure of the wire and strip mill and the fate of the U.S. Steel tube operations in nearby Lorain also hangs in the balance.

The steel tubes market, particularly in the once lucrative oil field markets, has all but disappeared in the past two years.

The shrinkage in iron and steel has not been confined to the integrated steelmakers either. Foundries, which have been hit, "You cannot get large castings in Cleveland any more," complained one machine tool maker. "There used to be three or four."

Cleveland's business community, galvanised by the closure of the city's steel industry, has come up with a three-point action plan to stop the rot and, conceding that the prospect of enticing new industry to the area is slim, it has encouraged new ventures from within.

Existing manufacturers are being encouraged to talk, at a

senior level, with trade unionists, in an effort to arrive at joint strategies to increase competitiveness, and to modernise manufacturing procedures. The action plan, put together by the Cleveland Tomorrow Committee, chaired by Gordon S. Stewart, Mr E. Mandel de Witth, has also proposed setting up a local productivity centre to enable businesses to share technical expertise.

A second aspect to the action plan would involve an attempt to foster the growth of new industries, largely through creating a mix of research and venture capital resources. Finally, the plan calls for the development of a programme to address the causes contributing to the decline of industry around the city.

Labour costs high

The committee blames the decline of the city's manufacturing base almost entirely on high unit labour costs, a position which may make it much more difficult for management to talk to the unions. Already there are signs in the city that even where union leadership is talking to the business community in an attempt to arrive at a consensus of sorts for future action, rank and file members are resisting calls for an end to restrictive practices.

"It was the management that agreed to our work practices when they were only too keen to see the merchandise move out the door," says one activist, "now they want us to roll over and hand it all back."

Union leaders are not likely to put their political careers on the block for the Cleveland Tomorrow programme if they sense that their membership is not going to take them on board and the next year could prove to be the make or break period. Without union support, the scheme, designed to buoy up the basic industries will probably fail by the wayside.

Mr Bill Seelbach, director of the Cleveland Tomorrow programme, believes, however, that the message on costs will get through. "Labour management co-operation in the city's future is happening as it has never happened before," he says. "The smart (union) guys realise that they have got themselves into an untenable situation."

Two profiles which illustrate the contrasting fortunes of new and traditional industries. Reports by Peter Bruce

How Tecmar plugged into IBM

CAROLINE AND MARTIN Alpert ("Marty") to just about everyone are the kind of people whom Cleveland's economists, its business leaders and its publicists dream about. In 1981 they formed the entire staff of their company, Tecmar, now located in a new \$2m plant in one of the greenfield industrial areas that surround the city. Today, with sales estimated at more than \$40m this year, there are 400 people on the payroll.

Tecmar make computer "add ons" to the memory boards, disc drives, networking packages, video and graphics boards and some software. The company is now retooled to be the biggest single source of peripherals and boosters to the IBM personal computer range.

Martin, with degrees in medicine and biomedical engineering and Caroline, who gave up nursing to take an MBA at Case Western University in the city, began working on a device in 1974 to help diagnose lung diseases during a year at Cleveland's

University Hospitals. The Pulmonary Diagnostic Instrument (PDI) took the Alperths five years to build, though now taken over by the Cleveland medical establishment when they first began testing it on patients in 1979, their research was not wasted.

In building the PDI the Alperths had designed computer components, basically memory boards, not on the open market, but sales of these had taken their fledgling company (Tecmar stands for "Marty's technology") into the \$50,000 a year league. The Alperths, however, had seen the IBM personal computer coming and, so the story goes, they bought the first two sold in the U.S. in October 1981.

The couple immediately began designing peripherals for the PC, taking their two computers apart and designing interfaces in reverse. Six weeks later, at a computer exhibition in Las Vegas, the Tecmar add ons took the market by storm.

Although Tecmar now does peripherals for other com-

puters, including Apple, the link with IBM has been critical and it is a close one, which probably solidified in 1982 when Martin informed IBM that three IBM executives had been trying to sell him new design secrets.

"Our market is the world," says newly-hired chief operating officer Henry Caplan. "Wherever the IBM PC is, so are we."

Caplan's arrival marks the beginning of a new phase in Tecmar's growth. It does at least coincide with the fact that the PC's sales in 40 states have grown by 70 per cent every month for the past 30 months has begun to fall away. "The way you deal with that is to bring in guys like me," he says.

Caplan, an experienced computer industry executive and certainly older than the two Alperths, both of whom are in their early thirties, says the company had to borrow money for the first time ever recently and probably needs to go public. "I want us to be as big as possible," he says, "but not monolithic. We have no bureaucracy here and we can



Dr Martin Alpert (Marty) now has 400 on the payroll of his company, Tecmar

move quickly." What the Alperths and Caplan clearly have in mind is expansion either through acquisition or on their own. A head of international operations has just been appointed to Brussels and the company is looking for its export business to grow to around 35 per cent of total sales.

Machine tool decline hits Hygrade

THERE ARE at least 150 companies, employing fewer than 10 people, making jigs, tools, fixtures and dies in Cleveland and they are almost all in trouble. Hygrade Machine and Tool is one of them. Typically, it is a family business and typically it has not had a month in the black for nearly a year.

Hygrade, run by Joseph Liptak, 70, and his sons Joel, 40 and Leonard, 34, has been making jigs and fixtures in Cleveland since 1948. Joel says heather his never seen business so bad. "He's never had to lay people off before," he says, "and that really hurt him."

Until three years ago, says Joel, business was like water running from a tap. "Then it just turned off." Like many of Cleveland's job shops Hygrade are able to supply the city's machine tool or component producers with one off pieces of machined metal simply too time consuming to be done in house. But in the space of three years or so the Liptak family have seen their customer base virtually disappear.

Chiefly, it was the purchase of Warner and Swasey, the lathes makers, by Bendix, and the closure of Caterpillar's lift truck plants in the area that accounted for most of the customer losses. "About half our business then," says Joel.

The Liptaks have not bought a new machine tool since the slide began. "They're down to six men in the machine shop, from a high of 18 three years ago and there seems to be no sign of a recovery," he says. "Anyway, we're always the last to get it."

"We've lost money every month since October. Right now we're not even drawing much of anything (the few designers are being kept busy revising old Caterpillar lift truck drawings for use, eventually, by a licensee in Korea). The few pieces being machined in the largely idle machine shop have been taken on even though they'll lose money on them."

It would be suicide for the Liptaks to turn down even lost machine work. Down at the bottom of the manufacturing process, they depend heavily on relationships with a select band of customers and the strength of Cleveland's machine shops lies in their being able to take on work at short notice.

"People wait so long to go ahead with new projects," says Joel, "but when it comes it can come so fast. What do you do?"

really had a salesman when Warner and Swasey, and Caterpillar (Tomorrow to the Liptaks) and Addressograph Multigraph were still out there. "If there was any trouble, then father would go round," says Joel.

Locked in

It seems, too, that Hygrade is firmly locked into the customised business. "Every time we try to do anything in bulk we get killed," he says. More out of politeness than hope he is quoted on a job last month that involving producing six small pieces. The customer called up to say he had come in twice as high as the winning bid. "I told him that normally we wouldn't have quoted him on that. It makes us look bad."

Joseph Liptak, apparently stubbornly refusing to retire, has often warned his sons about getting into volume production of any kind. "He's told us to stick with one thing," says Joel. "You're going to start making about six things that are foreign to you, that you know nothing about, and you're going to go under."

Conservation of that sort is what has sustained Cleveland's small machine shops until now. Several large manufacturing

groups have based operations around the city precisely because the job shops are there and because they have always been able to adapt to quick one-off orders that require special tooling. Quite where they fit into the futuristic visions of Cleveland's planners is anybody's guess but the Liptaks are a dwindling breed.

"I'm waiting to see what the summer holds out," says Joel. "This is in itself a sign of the times as summer has traditionally been a slack period for the company. "We were down to four days a week, seven hours a day in December, but there are dabbles coming in. How much longer before the flood comes in I don't know. We work from day to day."

For a little company deemed good enough by some of its customers to have once worked on lifts for the B1 bomber and the F-15 fighter, the smart building being planned along the Cuyahoga river and the physical swirl over whether to build a \$200m domed sports stadium must seem an age away.

Hygrade had to move out of the city at the beginning of the year after their lease expired. The move to a suburb cost a precious \$10,000. Nobody from Cleveland City Hall tried to persuade them to stay.

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- Manufacture electronic and electrical controls in Italy, Spain and the United Kingdom.
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†Money Management, December 1983.

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FT9/4

Closing prices April 6

NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

Main table of stock prices with columns for 12 Month High/Low, Stock Name, Div. Yld. E, P, S, and various price points.

Continued on Page 31

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AMERICAN STOCK EXCHANGE COMPOSITE CLOSING PRICES

Closing prices April 6

دنيا للاستشارات

12 Month High	Low	Stock	Dr. Yld. P/E Stk. 100s High	Low	12 Month High	Low	Stock	Dr. Yld. P/E Stk. 100s High	Low	12 Month High	Low	Stock	Dr. Yld. P/E Stk. 100s High	Low	12 Month High	Low	Stock	Dr. Yld. P/E Stk. 100s High	Low	12 Month High	Low	Stock	Dr. Yld. P/E Stk. 100s High	Low		
78	77	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110
77	76	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110
76	75	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110

Continued on Page 32

NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

12 Month High	Low	Stock	Dr. Yld. P/E Stk. 100s High	Low	12 Month High	Low	Stock	Dr. Yld. P/E Stk. 100s High	Low	12 Month High	Low	Stock	Dr. Yld. P/E Stk. 100s High	Low	12 Month High	Low	Stock	Dr. Yld. P/E Stk. 100s High	Low	12 Month High	Low	Stock	Dr. Yld. P/E Stk. 100s High	Low		
24	23	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110
23	22	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110
22	21	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110	AT&T	6.5	10.5	110	110

Notes: Figures are unofficial. Yearly highs and lows reflect the previous 52 weeks plus the current week, but not the latest trading day. When a split or stock dividend amounting to 25 percent or more has been paid, the year's high-low range and dividend are shown for the new stock only. Unless otherwise noted, cases of dividends are annual distributions based on the latest declaration.

—dividend as stated, —annual rate of dividend plus stock dividend, —liquidating dividend, —called, —new yearly low —dividend declared or paid in preceding 12 months, —continued in Canadian funds, subject to 15% non-residence tax. 1—dividend declared after split-up or stock dividend, 2—dividend paid in stock, 3—dividend declared or paid this year, an accumulation of dividends from previous years, 4—new issue in the past 52 weeks. The high-low range begins with the start of trading, not next day delivery. P/E—price-earnings ratio, 1—dividend declared or paid in preceding 12 months, plus stock dividend, 2—stock split. Dividends begin with date of split, 3—sales, 4—dividend paid in stock. In preceding 12 months, estimated cash value of ex-dividend or ex-distribution date, 5—new yearly high, 6—trading halted, 7—bankruptcy or receivership or being reorganized under the Bankruptcy Act, or securities assumed by such companies, 8—when distributed, 9—when issued, 10—when warrants, 11—ex-dividend or ex-rights, 12—ex-distribution, 13—without warrants, 14—dividend and sales in full, 15—yield, 16—sales in full.

WORLD VALUE OF THE POUND
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Financial Times

WORLD STOCK MARKETS

OVER-THE-COUNTER

Nasdaq national market, closing prices April 6

Table of over-the-counter stock prices including columns for Stock, Sales, High, Low, Last, and Change. Includes sub-sections for A-Z and various stock symbols.

CANADA

TORONTO Closing prices April 6

Table of Toronto stock market closing prices for April 6, listing various Canadian stocks and their prices.

AUSTRIA

Table of Austrian stock market closing prices for April 6, listing stocks like Creditanstalt and others.

NORWAY

Table of Norwegian stock market closing prices for April 6, listing stocks like Aker and others.

HONG KONG

Table of Hong Kong stock market closing prices for April 6, listing various regional stocks.

BELGIUM/LUXEMBOURG

Table of Belgian/Luxembourg stock market closing prices for April 6, listing stocks like ANSAB and others.

AUSTRALIA

Table of Australian stock market closing prices for April 6, listing stocks like ANZ Group and others.

JAPAN

Table of Japanese stock market closing prices for April 7, listing various Japanese stocks.

DENMARK

Table of Danish stock market closing prices for April 6, listing stocks like Aarhus and others.

FRANCE

Table of French stock market closing prices for April 6, listing stocks like Air France and others.

ITALY

Table of Italian stock market closing prices for April 6, listing stocks like Eni and others.

NETHERLANDS

Table of Dutch stock market closing prices for April 6, listing stocks like ACN and others.

GERMANY

Table of German stock market closing prices for April 6, listing stocks like Allianz and others.

SWEDEN

Table of Swedish stock market closing prices for April 6, listing stocks like ASEA and others.

MONTREAL

Table of Montreal stock market closing prices for April 6, listing various Canadian stocks.

SINGAPORE

Table of Singapore stock market closing prices for April 6, listing various regional stocks.

SOUTH AFRICA

Table of South African stock market closing prices for April 6, listing various regional stocks.

SWITZERLAND

Table of Swiss stock market closing prices for April 6, listing various regional stocks.

SPAIN

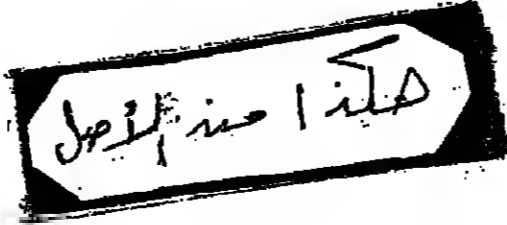
Table of Spanish stock market closing prices for April 6, listing various regional stocks.

AMERICAN STOCK EXCHANGE CLOSING PRICES

Large table of American stock exchange closing prices for April 6, listing major US stocks and their prices.

ENERGY REVIEW every Wednesday in the Financial Times

INTERNATIONAL GUIDE TO THE ARTS every Friday in the Financial Times



Handwritten note: 1000000000

WORLD STOCK MARKETS

OVER-THE-COUNTER

Nasdaq national market, closing prices April 6

Table of stock prices and market data, including columns for Stock, Sales, High, Low, Last, and Day.

NEW YORK INDICES

Table of New York stock indices, including Industrial, Transport, Utilities, and various bond yields.

Table of international stock indices from various countries like Australia, Austria, Belgium, Denmark, France, Germany, Hong Kong, Italy, Japan, Netherlands, Norway, Singapore, South Africa, Spain, Sweden, Switzerland, and the World.

BUILDING

CONSTRUCTION CONTRACTS

Robert McAlpine £11m Scottish academy order

A contract worth more than £11m has been won by Sir Robert McAlpine and Sons for the construction in Glasgow of the new Royal Scottish Academy of Music and Drama.

Advertisement for Monk, featuring the text 'A reputation built on experience' and the Monk logo.

French Kier £11.7m batch

FRENCH KIER CONSTRUCTION, a member of the French Kier Group, has been awarded contracts totalling £11.7m during March.

Work has started on two McARTHY & STONE warden-assisted sheltered houses, a £1.5m 69-home development, to be built in Bidston Road in Oxton, Birkenhead.

STENT FOUNDATIONS, part of Balfour Beatty, has secured a £4m-worth of foundation work in the UK, Thailand and the Middle East.

Gatwick North Terminal frame

A contract worth over £5m has been won by CLEVELAND RED-PATH ENGINEERING for the supply and erection of the structural frame at Gatwick Airport's North Terminal.

J. WIMPENNY & CO, Huddersfield, has won five contracts totalling £2.2m. Largest is a £1m order from Plessey Properties for extensions to the production and engineering facilities at the Birkby Plastics Factory, Liversedge.

Leicester housing

The Leicester Organisation for the Relief of Suffering (LOROS) has awarded JOHN LAING CONSTRUCTION a contract worth nearly £1m to build a 25-bed student residential care unit in the grounds of Grove Road Hospital, Leicester.

Advertisement for Ireland £50,000,000 11 1/2 per cent. Bonds 1994, issued by S. G. Warburg & Co. Ltd. Lists various banks and financial institutions.

Advertisement for HungarHotels, featuring the text 'Make Your next Convention in Hungary' and listing service offices in Budapest, Vienna, and other locations.

Advertisement for Scott Goff Layton & Company, listing partners and limited partners, including D. A. Grenier, C. D. N. Dickman, and J. D. Layton.

AUTHORISED UNIT TRUSTS

Table listing various unit trusts such as Abbey Unit Tr. Mgmt., Alltech Home, Allied Unit Trusts Limited, and others, with columns for name, manager, and other details.

FT UNIT TRUST INFORMATION SERVICE

Main table of unit trusts including sections for Crown Unit Trust Services Ltd., Gwynedd Unit Tr. Mgmt. Ltd., Legal & General Unit Tr. Mgmt. Ltd., and many others, providing detailed financial and management information.

Insurances - continued

Table listing insurance companies and their products, including Albany Life Assurance Co. Ltd., Alliance Assurance Co. Ltd., and others.

FT CROSSWORD PUZZLE No. 5388

Crossword puzzle grid with clues for Across and Down words.

Offshore & Overseas - continued

Table listing offshore and overseas financial services, including Acetone Investment Fund SA, Alliance Investment Fund, and others.

Money Market Trust Funds

Table listing money market trust funds, including Abbey Money Market Fund, Alliance Money Market Fund, and others.

Money Market Trust Funds

Table listing money market trust funds, including Abbey Money Market Fund, Alliance Money Market Fund, and others.

Money Market Trust Funds

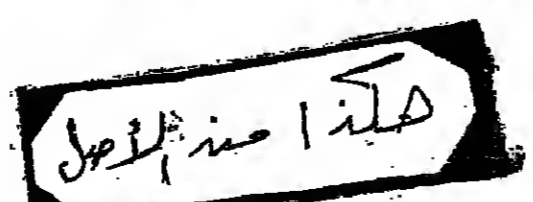
Table listing money market trust funds, including Abbey Money Market Fund, Alliance Money Market Fund, and others.

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Money Market Trust Funds

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INSURANCE & OVERSEAS MANAGED FUNDS

Main table containing financial data for various insurance and overseas managed funds, including fund names, managers, and performance metrics.

OFFSHORE AND OVERSEAS

Table listing specific offshore and overseas managed funds with their respective details.

NOTES section providing additional information and disclaimers regarding the fund data.

Please watch Angela Rippon on BBC-1 TV at 6.35 on Sunday, April 15th appealing on behalf of St. Loye's College for Training the Disabled for Commerce and Industry. Donations to St. Loye's College, Freepost, EXETER EX1 1AZ.

FT LONDON SHARE INFORMATION SERVICE

BRITISH FUNDS

Shorts (Lives up to Five Years)	Price	Yield
22M 22M 1984	100.00	8.00
19M 22M 1984	100.00	8.00
15M 22M 1984	100.00	8.00
12M 22M 1984	100.00	8.00
9M 22M 1984	100.00	8.00
6M 22M 1984	100.00	8.00
3M 22M 1984	100.00	8.00
1M 22M 1984	100.00	8.00
15M 22M 1984	100.00	8.00
12M 22M 1984	100.00	8.00
9M 22M 1984	100.00	8.00
6M 22M 1984	100.00	8.00
3M 22M 1984	100.00	8.00
1M 22M 1984	100.00	8.00
15M 22M 1984	100.00	8.00
12M 22M 1984	100.00	8.00
9M 22M 1984	100.00	8.00
6M 22M 1984	100.00	8.00
3M 22M 1984	100.00	8.00
1M 22M 1984	100.00	8.00

AMERICANS

Stock	Price	Yield
Am. Express	120.00	8.00
Am. Home Depot	110.00	7.50
Am. International	100.00	7.00
Am. Mutual	90.00	6.50
Am. Overseas	80.00	6.00
Am. Pacific	70.00	5.50
Am. Republic	60.00	5.00
Am. South	50.00	4.50
Am. West	40.00	4.00

BANKS, H.P. AND LEASING

Stock	Price	Yield
Bank of America	100.00	8.00
Bank of Montreal	90.00	7.50
Bank of New York	80.00	7.00
Bank of Tokyo	70.00	6.50
Bank of Victoria	60.00	6.00
Bank of Western	50.00	5.50
Bank of Commerce	40.00	5.00
Bank of East Africa	30.00	4.50
Bank of East Asia	20.00	4.00

INT. BANK AND SEAS GOV. STERLING ISSUES

Stock	Price	Yield
Int. Bank	100.00	8.00
Seas Gov. Sterling	90.00	7.50
Gov. Sterling	80.00	7.00
Int. Bank	70.00	6.50
Seas Gov. Sterling	60.00	6.00
Gov. Sterling	50.00	5.50
Int. Bank	40.00	5.00
Seas Gov. Sterling	30.00	4.50
Gov. Sterling	20.00	4.00

CORPORATION LOANS

Stock	Price	Yield
Corporation Loans	100.00	8.00
Corporation Loans	90.00	7.50
Corporation Loans	80.00	7.00
Corporation Loans	70.00	6.50
Corporation Loans	60.00	6.00
Corporation Loans	50.00	5.50
Corporation Loans	40.00	5.00
Corporation Loans	30.00	4.50
Corporation Loans	20.00	4.00

COMMONWEALTH AND AFRICAN LOANS

Stock	Price	Yield
Commonwealth Loans	100.00	8.00
African Loans	90.00	7.50
Commonwealth Loans	80.00	7.00
African Loans	70.00	6.50
Commonwealth Loans	60.00	6.00
African Loans	50.00	5.50
Commonwealth Loans	40.00	5.00
African Loans	30.00	4.50
Commonwealth Loans	20.00	4.00

Public Board and Ind.

Stock	Price	Yield
Public Board	100.00	8.00
Ind. Board	90.00	7.50
Public Board	80.00	7.00
Ind. Board	70.00	6.50
Public Board	60.00	6.00
Ind. Board	50.00	5.50
Public Board	40.00	5.00
Ind. Board	30.00	4.50
Public Board	20.00	4.00

FOREIGN BONDS & RAILS

Stock	Price	Yield
Foreign Bonds	100.00	8.00
Rails	90.00	7.50
Foreign Bonds	80.00	7.00
Rails	70.00	6.50
Foreign Bonds	60.00	6.00
Rails	50.00	5.50
Foreign Bonds	40.00	5.00
Rails	30.00	4.50
Foreign Bonds	20.00	4.00

BUILDING INDUSTRY, TIMBER AND ROADS

Stock	Price	Yield
Building Ind.	100.00	8.00
Timber	90.00	7.50
Roads	80.00	7.00
Building Ind.	70.00	6.50
Timber	60.00	6.00
Roads	50.00	5.50
Building Ind.	40.00	5.00
Timber	30.00	4.50
Roads	20.00	4.00

DRAPERY & STORES—Cont.

Stock	Price	Yield
Drapery	100.00	8.00
Stores	90.00	7.50
Drapery	80.00	7.00
Stores	70.00	6.50
Drapery	60.00	6.00
Stores	50.00	5.50
Drapery	40.00	5.00
Stores	30.00	4.50
Drapery	20.00	4.00

ELECTRICALS

Stock	Price	Yield
Electricals	100.00	8.00
Electricals	90.00	7.50
Electricals	80.00	7.00
Electricals	70.00	6.50
Electricals	60.00	6.00
Electricals	50.00	5.50
Electricals	40.00	5.00
Electricals	30.00	4.50
Electricals	20.00	4.00

CANADIANS

Stock	Price	Yield
Canadians	100.00	8.00
Canadians	90.00	7.50
Canadians	80.00	7.00
Canadians	70.00	6.50
Canadians	60.00	6.00
Canadians	50.00	5.50
Canadians	40.00	5.00
Canadians	30.00	4.50
Canadians	20.00	4.00

CHEMICALS, PLASTICS

Stock	Price	Yield
Chemicals	100.00	8.00
Plastics	90.00	7.50
Chemicals	80.00	7.00
Plastics	70.00	6.50
Chemicals	60.00	6.00
Plastics	50.00	5.50
Chemicals	40.00	5.00
Plastics	30.00	4.50
Chemicals	20.00	4.00

CRAPERY AND STORES

Stock	Price	Yield
Crappery	100.00	8.00
Stores	90.00	7.50
Crappery	80.00	7.00
Stores	70.00	6.50
Crappery	60.00	6.00
Stores	50.00	5.50
Crappery	40.00	5.00
Stores	30.00	4.50
Crappery	20.00	4.00

BEERS, WINES AND SPIRITS

Stock	Price	Yield
Beers	100.00	8.00
Wines	90.00	7.50
Spirits	80.00	7.00
Beers	70.00	6.50
Wines	60.00	6.00
Spirits	50.00	5.50
Beers	40.00	5.00
Wines	30.00	4.50
Spirits	20.00	4.00

ENGINEERING—Continued

Stock	Price	Yield
Engineering	100.00	8.00
Engineering	90.00	7.50
Engineering	80.00	7.00
Engineering	70.00	6.50
Engineering	60.00	6.00
Engineering	50.00	5.50
Engineering	40.00	5.00
Engineering	30.00	4.50
Engineering	20.00	4.00

ENGINEERING

Stock	Price	Yield
Engineering	100.00	8.00
Engineering	90.00	7.50
Engineering	80.00	7.00
Engineering	70.00	6.50
Engineering	60.00	6.00
Engineering	50.00	5.50
Engineering	40.00	5.00
Engineering	30.00	4.50
Engineering	20.00	4.00

HOTELS AND CATERERS

Stock	Price	Yield
Hotels	100.00	8.00
Caterers	90.00	7.50
Hotels	80.00	7.00
Caterers	70.00	6.50
Hotels	60.00	6.00
Caterers	50.00	5.50
Hotels	40.00	5.00
Caterers	30.00	4.50
Hotels	20.00	4.00

INDUSTRIALS (Misc.)

Stock	Price	Yield
Industrials	100.00	8.00
Industrials	90.00	7.50
Industrials	80.00	7.00
Industrials	70.00	6.50
Industrials	60.00	6.00
Industrials	50.00	5.50
Industrials	40.00	5.00
Industrials	30.00	4.50
Industrials	20.00	4.00

ENGINEERING—Continued

Stock	Price	Yield
Engineering	100.00	8.00
Engineering	90.00	7.50
Engineering	80.00	7.00
Engineering	70.00	6.50
Engineering	60.00	6.00
Engineering	50.00	5.50
Engineering	40.00	5.00
Engineering	30.00	4.50
Engineering	20.00	4.00

ENGINEERING

Stock	Price	Yield
Engineering	100.00	8.00
Engineering	90.00	7.50
Engineering	80.00	7.00
Engineering	70.00	6.50
Engineering	60.00	6.00
Engineering	50.00	5.50
Engineering	40.00	5.00
Engineering	30.00	4.50
Engineering	20.00	4.00

INDUSTRIALS (Misc.)

Stock	Price	Yield
Industrials	100.00	8.00
Industrials	90.00	7.50
Industrials	80.00	7.00
Industrials	70.00	6.50
Industrials	60.00	6.00
Industrials	50.00	5.50
Industrials	40.00	5.00
Industrials	30.00	4.50
Industrials	20.00	4.00

INDUSTRIALS (Misc.)

Stock	Price	Yield
Industrials	100.00	8.00
Industrials	90.00	7.50
Industrials	80.00	7.00
Industrials	70.00	6.50
Industrials	60.00	6.00
Industrials	50.00	5.50
Industrials	40.00	5.00
Industrials	30.00	4.50
Industrials	20.00	4.00

INDUSTRIALS (Misc.)

Stock	Price	Yield
Industrials	100.00	8.00
Industrials	90.00	7.50
Industrials	80.00	7.00
Industrials	70.00	6.50
Industrials	60.00	6.00
Industrials	50.00	5.50
Industrials	40.00	5.00
Industrials	30.00	4.50
Industrials	20.00	4.00

INDUSTRIALS (Misc.)

Stock	Price	Yield
Industrials	100.00	8.00
Industrials	90.00	7.50
Industrials	80.00	7.00
Industrials	70.00	6.50
Industrials	60.00	6.00
Industrials	50.00	5.50
Industrials	40.00	5.00
Industrials	30.00	4.50
Industrials	20.00	4.00

INDUSTRIALS (Misc.)

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INDUSTRIALS—Continued

Table of industrial stocks including companies like ICI, British Petroleum, and various engineering firms. Columns include stock name, price, and percentage change.

LEISURE—Continued

Table of leisure-related stocks such as cinema chains, holiday companies, and leisure services.

PROPERTY—Continued

Table of property and real estate stocks, including land development and housing companies.

INVESTMENT TRUSTS—Cont.

Table of investment trusts offering various asset classes like equities, bonds, and international investments.

MOTORS, AIRCRAFT TRADES

Commercial Vehicles

Components

Garages and Distributors

NEWSPAPERS, PUBLISHERS

PAPER, PRINTING ADVERTISING

INSURANCES

PROPERTY

INDUSTRIALS

LEISURE

SHOES AND LEATHER

SOUTH AFRICAN

TEXTILES

TOBACCO

TRUSTS, FINANCE, LAND

PROPERTY

INDUSTRIALS

LEISURE

FINANCE, LAND, ETC

TRUSTS, FINANCE, LAND

PROPERTY

INDUSTRIALS

LEISURE

PLANTATIONS

MINES

TEAS

MINES

Far West Rand

O.F.S.

Finance

OIL AND GAS

Diamond and Platinum

Central African

DAI-ICHI EUROPE LIMITED For EQUITIES & BONDS. Durrant House, 8-12, Chiswell Street, Telephone: 01 588 4872. Telex: 883336 ICHLD.

MINES—Continued

Table of mining stocks including various metal and coal mines. Columns include stock name, price, and percentage change.

NOTES

Notes section containing financial news, company announcements, and market commentary.

REGIONAL AND IRISH STOCKS

Table of regional and Irish stocks, including companies from various parts of the UK and Ireland.

OPTIONS

Table of options contracts for various stocks.

3-month call rates

Table of 3-month call rates for different currencies and markets.

Recent Issues and Rights Page 22

Information regarding recent stock issues and rights issues, including company names and details.

CURRENCIES, MONEY and CAPITAL MARKETS

FOREIGN EXCHANGES

Interest rates support dollar

By COLIN MILLHAM

The firmness of U.S. interest rates supported the dollar on the foreign exchange market last week, although dealers in Europe and the U.S. were somewhat at odds over the implications of high interest rates for the U.S. currency.

Apart from the interest rate factor there was little else to stimulate the market during a fairly quiet week. Economic statistics were much as expected, with weekly U.S. M1 money supply rising by \$1.2bn. March unemployment remained in line with the February rate of 7.8 per cent. This underlined the strong growth in the U.S. economy recently, since at comparison with figures of 8 per cent in January and 8.3 per cent in December.

It was also regarded as a possible sign the Federal Reserve would further tighten its monetary stance by raising the discount rate.

Thursday's increase in bank prime lending rates was also seen as a possible herald of a rise in the discount rate, although only a week ago virtually ended, following the failure of the last Federal Open Market Committee meeting to make any move.

It is something of a moot point as to how much mileage the dollar can gain out of the rising trend in U.S. interest rates however, and there were signs on Friday that the currency may find it hard to consolidate the gains of last week. A level of DM 2.63 is regarded as an important chart resistance level, and after the prime rate news New York dealers pushed the dollar well above this level, but there was no follow through in the Far East, and Europe soon

pulled it back below DM 2.63 amid talk of the underlying fundamental importance of the very large U.S. current account deficit, highlighted by the president of the German Bundesbank in a speech on Thursday.

Sterling appeared to be vulnerable last week, and on a trade-weighted basis touched a 13-month low, largely as a result of nervousness about the miners' strike. The widening differential between UK and U.S. interest rates also seemed a depressing factor, but dealers suggested that London rates remain quite

attractive when compared with most other major centres, given the relatively good performance of the British economy of late. The pound's decline against the dollar was therefore not reflected in similar falls against other currencies and sterling closed the week roughly unchanged against the D-mark.

\$ in New York

	April 8	Prev. close
Spot	214.300-310	214.100-310
1 month	0.75-0.75	0.75-0.75
3 months	0.75-0.75	0.75-0.75
6 months	0.75-0.75	0.75-0.75
12 months	0.75-0.75	0.75-0.75

FORWARD RATES AGAINST STERLING

	Spot	1 month	3 months	6 months	12 months
Dollar	1.4295	1.4311	1.4281	1.4233	1.4208
DM	6.2705	6.2710	6.2685	6.2630	6.2605
French Franc	11.5250	11.5257	11.5227	11.5172	11.5147
Swiss Franc	3.1900	3.1907	3.1877	3.1822	3.1797
Japanese Yen	322.4	322.4	321.9	321.4	320.9

BANK OF ENGLAND TREASURY BILL TENDER

	April 6	March 30	April 6	March 30
Total on offer	£100m	£100m	Top Accepted rate of discount	8.380%
Applications	£251.85m	£255.35m	Rate of discount	8.55%
Unsuccessful bids	£100m	£100m	Average yield	8.55%
Allocation at minimum level	25%	10%	at next tender	£100m

THE DOLLAR SPOT AND FORWARD

	Spot	1 month	3 months	6 months	12 months
U.S. Dollar	1.4295	1.4311	1.4281	1.4233	1.4208
DM	6.2705	6.2710	6.2685	6.2630	6.2605
FF	11.5250	11.5257	11.5227	11.5172	11.5147
SFr	3.1900	3.1907	3.1877	3.1822	3.1797
Yen	322.4	322.4	321.9	321.4	320.9

LONDON

THREE-MONTH EURO-DOLLAR \$m	High	Low	Prev
June	88.00	88.25	88.50
Sept	88.25	88.50	88.75
Dec	88.50	88.75	89.00
March	88.75	89.00	89.25
June	89.00	89.25	89.50
Volume 3,727 (4,150)			
Previous day's open int	15,122	(15,100)	

CHICAGO

U.S. TREASURY BONDS (CMT) %	High	Low	Prev
30-Year	88.00	88.25	88.50
20-Year	88.25	88.50	88.75
10-Year	88.50	88.75	89.00
5-Year	88.75	89.00	89.25
2-Year	89.00	89.25	89.50

EMS EUROPEAN CURRENCY UNIT RATES

	April 8	% change from April 8	% change from March 30	Divergence limit %
Belgian Franc	44.9000	+0.50	+1.49	-1.6447
Dutch Guilder	3.5360	+0.08	+0.89	-1.4925
French Franc	6.5596	+0.08	+0.89	-1.4925
German Mark	2.3363	+0.08	+0.89	-1.4925
Irish Punt	0.787564	+0.08	+0.89	-1.4925
Italian Lira	1,936.27	+0.08	+0.89	-1.4925

THE POUND SPOT AND FORWARD

	Spot	1 month	3 months	6 months	12 months
U.S. Dollar	1.4295	1.4311	1.4281	1.4233	1.4208
DM	6.2705	6.2710	6.2685	6.2630	6.2605
FF	11.5250	11.5257	11.5227	11.5172	11.5147
SFr	3.1900	3.1907	3.1877	3.1822	3.1797
Yen	322.4	322.4	321.9	321.4	320.9

OTHER CURRENCIES

	Apr. 6	£	\$	Notes
Argentina Peso	47.79-47.87	55.85-55.58	Austria	96.20-96.80
Australia Dollar	1.5495-1.5512	1.0850-1.0880	Belgium	78.90-79.80
Brazil Cruzeiro	1,590.83-1,591.10	1,548.11-1,548.48	Canada	16.97-17.81
Canada Dollar	0.9685-0.9695	0.6850-0.6900	France	11.66-12.07
Denmark Krone	1.4825-1.4845	1.0425-1.0450	Germany	5.72-5.76
Finland Markka	1.4825-1.4845	1.0425-1.0450	Italy	209.30-210.00
French Franc	6.5596	4.7620	Japan	236.30-237.00
German Mark	2.3363	1.6650	Netherlands	4.20-4.24
Greek Drachma	148.25-148.85	104.20-104.50	Portugal	184-191
Hong Kong Dollar	11.10-11.11	7.7850-7.7910	Spain	166.00-171.00
Indian Rupee	123.75	86.20	Sweden	11.05-11.16
Indonesia Rupiah	1,517.00-1,518.00	1,078.00-1,079.00	Switzerland	2.09-2.12
Israeli Sheqel	1.4825-1.4845	1.0425-1.0450	United States	1.41-1.43
Japanese Yen	322.4	231.50	Yugoslavia	174-201

U.S. TREASURY BILLS (MM)

	High	Low	Prev
91-Day	89.25	89.50	89.75
182-Day	89.50	89.75	90.00
270-Day	89.75	90.00	90.25
360-Day	90.00	90.25	90.50

CENT. DEPOSIT (MM) \$m points of 100%

	High	Low	Prev
30-Day	89.25	89.50	89.75
90-Day	89.50	89.75	90.00
180-Day	89.75	90.00	90.25
360-Day	90.00	90.25	90.50

THREE-MONTH EURO-DOLLAR \$m

	High	Low	Prev
June	88.00	88.25	88.50
Sept	88.25	88.50	88.75
Dec	88.50	88.75	89.00
March	88.75	89.00	89.25
June	89.00	89.25	89.50

DEUTSCHE MARKS \$m

	High	Low	Prev
June	1.4295	1.4311	1.4281
Sept	1.4311	1.4327	1.4297
Dec	1.4327	1.4343	1.4319
March	1.4343	1.4359	1.4335
June	1.4359	1.4375	1.4351

THREE-MONTH EURO-DOLLAR \$m

	High	Low	Prev
June	88.00	88.25	88.50
Sept	88.25	88.50	88.75
Dec	88.50	88.75	89.00
March	88.75	89.00	89.25
June	89.00	89.25	89.50

WEEKLY CHANGE IN WORLD INTEREST RATES

	Apr. 6 change	Apr. 0 change
LONDON	+0.01	+0.02
NEW YORK	+0.01	+0.01
CHICAGO	+0.01	+0.01
FRANKFURT	+0.01	+0.01
PARIS	+0.01	+0.01
DUBLIN	+0.01	+0.01

CURRENCY MOVEMENTS

April 6	Bank of England	Morgan Guaranty	Special Drawing	European
	Index	Change	Rate	Rate
U.S. Dollar	111.1	+10.8	0.743300	0.690010
U.S. Dollar	111.1	+10.8	0.743300	0.690010
U.S. Dollar	111.1	+10.8	0.743300	0.690010

EXCHANGE CROSS RATES

Apr. 6	Pound Sterling	U.S. Dollar	Deutsche Mk	Japanese Yen	French Franc	Swiss Franc	Dutch Guilder	Italian Lira	Canada Dollar	Belgian Franc
	0.700	1.490	2.740	358.0	11.525	3.110	3.225	331.0	1.688	76.65

EURO-CURRENCY INTEREST RATES (Market closing rates)

Apr. 6	Sterling	U.S. Dollar	Canadian Dollar	Dutch Guilder	Swiss Franc	D-Mark	French Franc	Italian Lira	Belgian Franc	Yen	Danish Krone
Short term	8 1/4-8 3/4	10 1/2-10 3/4	9 1/2-10	8 1/4-8 3/4	2 1/2-2 3/4	8 1/4-8 3/4	11 1/2-11 3/4	10 1/2-10 3/4	11 1/2-11 3/4	8 1/4-8 3/4	10 1/2-10 3/4

MONEY MARKETS

Nervousness, but no panic

A degree of nervousness was evident on the London money market last week. There was no sign of panic, but the mood was illustrated by a widening of the yield curve, as demand increased for short term market instruments, while interest rates on longer term money and paper rose. Day-to-day changes were high, running in the region of £000m a day, and on each day the Bank of England offered early assistance. Conditions

being offered many times the amount of bills necessary to take out the daily shortages, but a reasonably calm tone was maintained by the obvious willingness of the authorities to absorb the required amount of bills as early as possible. Sterling's fall to a 13-month low on a trade-weighted basis also tended to concentrate minds on the steady rise in U.S. interest rates, in contrast to the recent fall in UK banks' base rates, while the possible implications of the miners' strike added to the bullish mood.

The rise of 3 per cent to 15 per cent in U.S. banks' prime lending rates came as little surprise, given the upward move in the cost of New York money market funds. It also confirmed the view that the Federal Reserve's stance was likely to be more restrictive than the market had anticipated.

UK clearing banks' base lending rate fell 50 bps (since March 15 and 16) to 12 1/2 per cent. The move was somewhat distorted by the end of the financial year considerations for two of the largest discount houses. The London bill to run large books at such times, but the general trend in the market was to sell as many three-month (band 4) bills to the authorities as possible.

This has the benefit of not rolling forward shortages through repurchase agreements, as was so often the case last month. The unwinding of these agreements was the major factor between London and New York interest rates caused considerable concern in the market and resulted in the Bank of England

fund's overnight rate, partly because of end of quarter factors, and the Federal Reserve failed to give enough help by being the rate much below the par level. This led to speculation the last Federal Open Market Committee meeting had reaffirmed the earlier temporary decision to allow Federal funds to trade above the previous target level of 10 per cent.

MONEY RATES

Apr. 6	Overnight	12m	3m	6m	9m	12m
London	8 1/4-8 3/4	10 1/2-10 3/4	9 1/2-10	8 1/4-8 3/4	2 1/2-2 3/4	8 1/4-8 3/4

LONDON MONEY RATES

Apr. 6	3 months	6 months	9 months	12 months
U.S. Dollar	88.00-88.25	88.25-88.50	88.50-88.75	88.75-89.00

DISCOUNT HOUSES DEPOSIT AND BILL RATES

Apr. 6	3 months	6 months	9 months	12 months
U.S. Dollar	88.00-88.25	88.25-88.50	88.50-88.75	88.75-89.00

FT LONDON INTERBANK FIXING

Apr. 6	1 month	3 months	6 months	12 months
U.S. Dollar	88.00-88.25	88.25-88.50	88.50-88.75	88.75-89.00

MONEY RATES

Apr. 6	Overnight	12m	3m	6m	9m	12m
London	8 1/4-8 3/4	10 1/2-10 3/4	9 1/2-10	8 1/4-8 3/4	2 1/2-2 3/4	8 1/4-8 3/4

NEW YORK (4 pm)

Apr. 6	3 months	6 months	9 months	12 months
U.S. Dollar	88.00-88.25	88.25-88.50	88.50-88.75	88.75-89.00

The fixing rates on the arithmetic basis, rounded to the nearest one-sixteenth of a cent and offered rates for \$10m quoted by the market to five reference banks at 11 am on the working day. The banks are National Westminster Bank, Bank of Tokyo, Deutsche Bank, Banque Paribas de Paris and Morgan Guaranty Trust.



Den Danske Bank
at 1871 Aktieselskab
U.S. \$40,000,000
Subordinated Floating
Rate Notes due 1990

In accordance with the provisions of the Notes, notice is hereby given that the rate of interest for the six months, 9th April, 1984 to 9th October, 1984 has been fixed at 11 1/4 per cent per annum and that the coupon amount payable on coupon No. 4 will be U.S. \$14,614.58.

The Sumitomo Bank, Limited
Agent Bank

U.S. \$350,000,000
New Zealand
FLOATING RATE CAPITAL NOTES
DUE 1987

For the six months
9th April, 1984 to 9th October, 1984.
In accordance with the provisions of the Notes, notice is hereby given that the rate of interest payable on the relevant interest payment date, 9th October, 1984 against Coupon No 5 will be U.S. \$581.41.

Today's Rates 9 3/4% - 10 3/4%

3 1/2 Term Deposits

Deposits of £1,000-£50,000 accepted for fixed terms of 3-10 years. Interest paid half-yearly. Rates for deposits received not later than 20.4.84 are fixed for the terms shown:

Terms (years)	3	4	5	6	7	8	9	10
Interest %	9 3/4	10	10 1/4	10 1/2	10 3/4	10 3/4	10 3/4	10 3/4

Deposits to and further information from the Treasurer, Investors in Industry Group plc, 91 Waterloo Road, London SE1 101-925 7822 Ext. 3671. Cheques payable to Bank of England, a/c Investors in Industry Group plc.

Trade Development Bank Holding S.A.
Luxembourg

NOTICE IS HEREBY GIVEN that the Annual General Meeting of Shareholders of Trade Development Bank Holding S.A. (TDB Holding) will be held at the registered office of the Company, 13, Boulevard de la Foire, Luxembourg at 2:30 p.m. on 8th May, 1984 for the purpose of considering and voting on the following matters:

- Approval of the Chairman's Statement.
- Approval of the Statutory Auditors' report and the unconsolidated financial statements of the Company for the year ended 31st December, 1983.
- Discharge of the Directors and of the Statutory Auditors concerning their duties relative to the year ended 31st December, 1983.
- Distribution of a dividend of US\$ 0.75 per share and the carrying forward of the balance of the profit.
- Election of the Board of Directors for 1984. Standing for election: Messrs. Edmond J. Saffra, Francois Lugeon, George B. Balamut, Jean Hoss, Roger Junod, C. G. Rodney Leach, John A. Waage and Walter H. Weiner.
- Election of the Statutory Auditors for 1984.
- Approval of the consolidated financial statements of the Company for the year ended 31st December, 1983.
- Amendment of the corporate name, and consequential amendment of Article One of the Articles of Incorporation.

By Order of the Board,
Edmond J. Saffra
Chairman

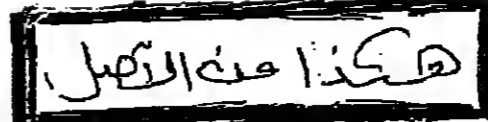
NOTES:

Subject to the relevant resolution being approved, the dividend will be payable on 1st June, 1984: (i) in respect of registered shares to shareholders on the register as at 1st May, 1984 and (ii) in respect of bearer shares against surrender of Coupon No. 15 to any of the Paying Agents listed below.

Any shareholder whose shares are in bearer form and who wishes to attend the Annual General Meeting in person must produce a depositary receipt or general share certificate to gain admission. If he wishes to be represented at the meeting, he must lodge a proxy duly completed together with a depositary receipt at the registered office of TDB Holding at 13, Boulevard de la Foire, Luxembourg, not later than 7th May, 1984 at 5:00 p.m. The shareholder may obtain the depositary receipt and, if required, the form of proxy from any of the banks listed below by lodging his share certificates at their office or by arranging for the bank by whom his certificates are held to notify any of the banks listed that shares are so held.

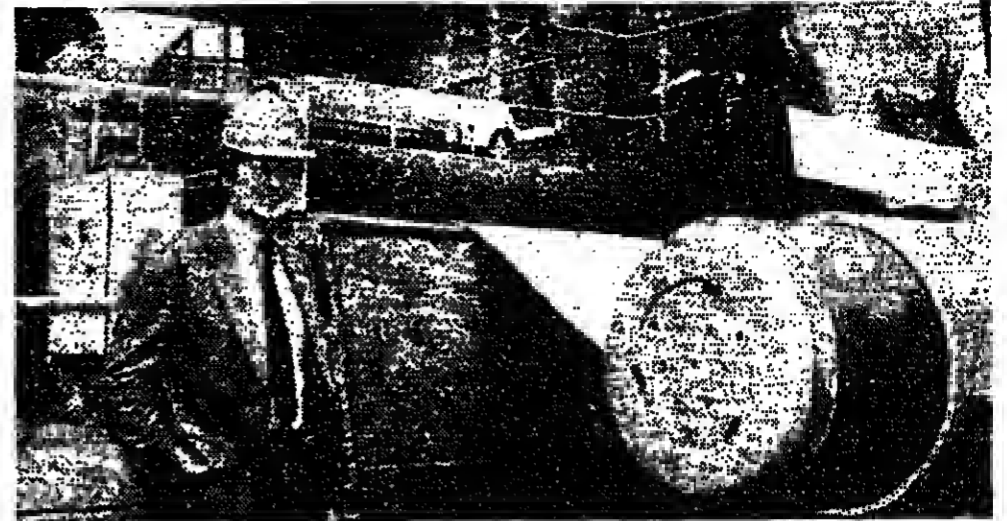
Any shareholder whose shares are registered will receive a notice of the Annual General Meeting at his address to the register together with a form of proxy for use at the meeting. The

proxy should



Coil Coating

The merits of coil coating—the process which enables steel or aluminium strip to be bought already painted—are becoming more widely known, and expansion, already rapid, is accelerating. With so much at stake, the industry's leaders, particularly the paint makers, are engaged in a major battle for market shares



Above: Europe's newest coil coater, Mr Erian Proctor, at his Cladcolour line at Newport, South Wales. The company started operations last week. Will it be a thorn in the side of British Steel? See Page 11. Below: corners do not have to be round as this design in coil coated steel from the Dutch company Hunter Douglas proves

VIGOROUS GROWTH remains the main feature of the coil coating industry in Europe. Despite recession, sales in this high technology sector continue to burgeon and there are now signs of them accelerating with economic recovery.

Knowledge of what coil coating actually is has been spreading as the industry has reorganised its marketing, and this is likely to add further to present growth. Coil coaters and paint makers are now making sales approaches to pension funds, architects, building specifiers, and manufacturing industry to spread their gospel directly to increasingly more decision-makers.

That gospel is that it pays to use pre-painted steel and aluminium for buildings and for making things. "Pre-coated," in fact, means "pre-finished."

The process enables steel or aluminium strip to be bought already painted. Such have been the advances in metallurgy and paint technology that the strip can be formed, bent, drawn, seamed or put through most other industrial practices without the coating being damaged.

The industry gets its name from the fact that the steel or aluminium strip leaves the mills where it is made rolled up into coils. Coil coaters then unroll the coils, paint them by running them down a highly automated production line at considerable speed, and then roll them up again to be sold to manufacturers as coated coils.

The technology is complex, requiring considerable skill in pre-treatment of the metal to produce a clean surface to which

a series of coats of paint will stick. The coating are usually applied by rollers and dried, or cured, in minutes by running the line through long ovens.

The quality of the painting and the performance of the coated strip are monitored continuously, with frequent testing in on-site laboratories to ensure that the finished material will perform in the way the coaters say it will.

have switched have reported intangible benefits from being more easily able to keep factories clean.

Such savings have undoubtedly helped coil coating to continue to grow throughout the recession. Indeed, recession inspired many manufacturers to look for cheaper, more efficient ways of making their goods and was, therefore probably more of a help than a hindrance.

figures for total sales of coated coils, which showed year-on-year gains of 16.3 per cent in the first quarter of 1983 to accelerate to a figure of 20.4 per cent in the second, a growth which has pleasantly surprised even the optimists who now run the Brussels headquarters of the European Coil Coating Association.

Even 1982, the last for which full figures are available and

from 1978 to 1982. This analysis shows the building sector's rate of usage up by 75 per cent, industry's up by 69 per cent, and stockholding (an important commercial activity by which several companies make substantial profits) up 79 per cent. Exports, which peaked in 1979, and then dipped in 1980, climbed back steadily to 1978 levels.

A similar pattern emerges for coated aluminium, although the greater expense of the metal leads to lower sales volumes and slower growth. Never the less, the rate of its use in building products was up 32 per cent in 1982 compared with 1978, with industry taking 54 per cent more. Exports, however, often involving large building contracts in the Middle East were up 60 per cent.

But although Europe's main coil coaters compete with each other in export markets outside their home continent, there is relatively little international competition within Europe itself. This is inevitable when the biggest coaters are steel-makers, each of them firmly rooted in a national domestic market.

Competition is possible, theoretically, on finished goods such as coated strip but can only be described as marginal when looked at dispassionately in marketing terms. A nationalised market leader, for example, might have a market share in excess of 75 per cent.

The true competition in coil coating markets is among paint suppliers and here things are in a state of considerable flux. The

The gospel spreads

SURVEY BY IAN HAMILTON FAZEY

The people who buy coated strip then use it to make an increasing multiplicity of items. Chief among them are profiled claddings for the walls and roofs of buildings, but other familiar products made from pre-finished steel or aluminium include non-stick pots and pans, refrigerators, microwave ovens, venetian blinds, caravans, electric stick. The coatings are usually pin head covers for babies' nappies, drainpipes, guttering, gas fires and garage doors.

The chief advantage offered to manufacturing industry is that paint shops are no longer needed at the end of production lines. Not only is this cheaper because it means employing few people, but there are usually considerable savings on energy, health and safety precautions, and effluent and emission control.

On top of that, people who

Without the recession many manufacturers might have continued to say: "Why change when we're doing all right as we are?"

The European industry's statistics for 1983 are still being collated but are expected to show sharp rises in several sectors as economic recovery found a firmer foothold during the year. One very encouraging general sign was a 102 per cent increase in stockholding of coated coils in the first quarter alone. The new level was maintained in the second quarter.

Since stockholding grew by only 3.2 per cent for coated steel coils in the whole of 1982, and fell by 12 per cent in the much smaller aluminium sector, the early returns for 1983 have to represent a considerable increase in general confidence.

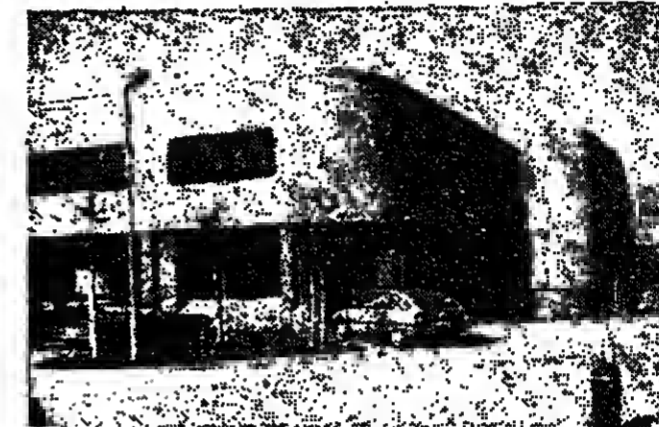
This is reflected in the

the worst year of the recession for the industry, showed good growth for steel.

Aluminium, which suffered from world price rises that forced up the cost of aluminium coils by 50 per cent, struggled to only 1.5 per cent growth overall, but the wonder there is that its use grew at all, which must be another sort of tribute to coil coating's benefits.

Steel, however, put on 10.1 per cent across Europe, and British Steel, Europe's biggest coil coater, did as well as anyone. Sales of coated coils to the building sector were up 7.3 per cent and to industry they rose by a staggering 16 per cent. Exports outside Europe went up by 15 per cent.

And this was a bad year, as can be seen when the growth of the use of coated coil is looked at on a five-year basis



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Swedish paintmaker, Becker—which has bought technically advanced subsidiaries in Britain, France and Germany and is on the lookout for more—leads in terms of share of the coil coating market.

But ICI, which has also bought technically advanced subsidiaries in Britain, France and Germany, is fighting hard to catch up and is likely to bring an increasing amount of unique experience into the technology from its Australian subsidiary, Dulux.

Meanwhile, Courtauld's subsidiary, International Paint, is working hard to make an impact in coil coating and, like ICI, is developing new coating it hopes will expand the total market. International has already made its mark by developing the paint for Hoppoint to make feed Diamond refrigerators from coil coated British Steel.

Meanwhile, too, other large European paint companies have looked at the British market and decided that they must carry the fight beyond their traditional boundaries. Thus Sigma Coating, the paints subsidiary of the Belgium-based Petrofina group, has started a push in Britain in coil coating.

The French paint company Ripolin-Duco is also making a determined assault on the British coil coatings market. It intends to distribute through Hadfields Industrial Coatings, part of the privately-owned Kalon group. Ripolin-Duco has a licence for the U.S.'s leading PVC coating system, though it will face an uphill battle to get orders from British Steel, which developed its own formulation for such coatings and is unlikely to change.

As the European and world economies recover from recession, however, coil coaters and paintmakers are looking to high-technology fluorocarbon paints as the most important factor for fast growth. The building industry, which uses more than 50 per cent of coil coated products, holds the key to how this market is going to develop.

Fluorocarbon coatings are practically indestructible and need be applied only thinly, enabling coil coating lines to be run faster and more efficiently. Durability of colours is another asset, especially in prestigious buildings.

That is why people who invest in such buildings, such as pension fund managers, are prime targets for the industry's marketeers, while exciting design possibilities are being sold to architects.

There is no sign that growth is going to stop.

First in coated steels



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BSC Zintec. The electro-zinc coated steel that adds extra corrosion resistance in many applications, including domestic appliances, cars and trucks.

BSC Galvatite. The hot-dip galvanised steel that offers the widest choice of corrosion-resistant steels, including ductile and tensile grades.

BSC Teme. The tin/lead coated steel with wide applications in the automotive, electrical and component industries.

BSC Strip Mill Products

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Both plants have embossing, slitting and fabrication operations, offering coil and sheet.

Versatility, flexibility and customer service make Euramax the comprehensive European coil coater, for both large and small quantities.

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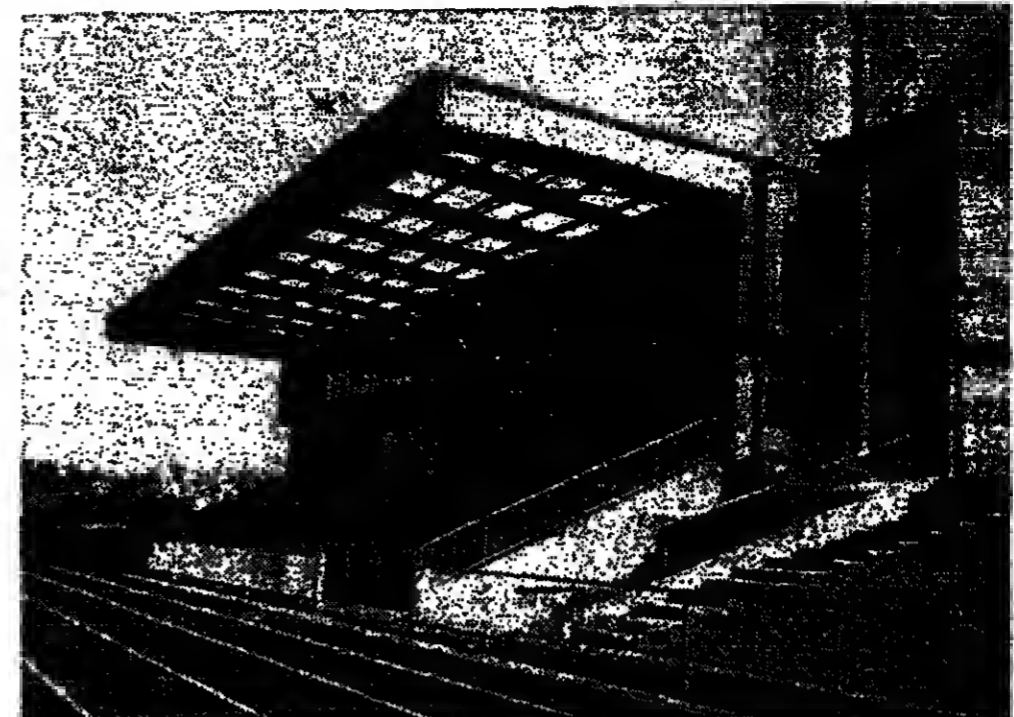


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COIL COATINGS II

On this page and the next, a look at the fortunes of five coaters competing for a share of a fast-growing market



British Steel was used on the new Prince of Wales stadium in Chester

British Steel

Europe's frontrunner

BRITISH STEEL is expecting its coil coating business to grow by at least 10 per cent in 1984 to push output past 200,000 tonnes of coated metal.

Last year's figures missed that landmark by about 10,000 tonnes, but since that represented full capacity on two-shift working, anything over it is a significant development.

With capacity available for about 300,000 tonnes a year, British Steel can claim to be Europe's biggest coil coater already. However, even this is not expected to be enough: £25m is to be spent at Shotton, in North Wales, to open another line in 1986 that will expand the range of products and applications even further.

These, of course, may well be yet more signs that the UK economy is really beginning to recover from recession, but British Steel's growing sales of coated coils also reflect considerable export success—up by more than 20 per cent to account for two-fifths of output.

It is, however, in the home market that British Steel dominates and it is a tribute to its approach to coil coating that it does so with products that in some cases cost 20 per cent more in home markets than their counterparts in Europe.

For British Steel's approach from the outset was market oriented, asking what the products were worth to customers rather than grossing up added value on raw material costs and then superimposing a profit margin.

The latter approach was favoured by steelmakers in Germany, France and Sweden, betraying the production orientation typical of the industry. Now, says Mr Peter Burling, British Steel's commercial manager for special products "the Continentals have at last realised that they have missed this trick and are trying to raise their home prices."

Why these price differentials have not mattered from a competitive point of view is that each country's steel industry has a virtual monopoly in its home market—workshops competing for British Steel's share at 78 per cent—though they all fight each other on prices for exports

outside Europe.

Nevertheless, British Steel is vulnerable in Britain to anyone willing to work hard enough to break in. There is some evidence, indeed, that one Belgian company has realised that steel import quotas do not apply to finished goods and is undercutting British Steel in Britain with 20 per cent lower prices.

And at British Steel itself there is a little sensitivity about Cladcolour starting up just down the road from Mr Burling's office in Llanwern. Not a single tonne is likely to be ceded, which could well mean flexibility on prices.

However, the U.S.-owned R. H. Robertson has co-existed with British Steel for years, buying its coils direct from Shotton to coat at its Ellesmere Port factory. Robertson works on a total design concept, coating steel specifically for each building job, from the Centre Court roof at Wimbledon to complicated flooring systems for large computer rooms.

What British Steel can boast is more know-how than anyone else. Britain's steel industry has been in coil coating for more than 25 years. "There is no one in Europe with that length of experience," Mr Burling says.

This factor could be very important long term, especially with people making large investment decisions in buildings who want to be certain of availability of service from the supplier that will last as long as the building—which could be 50 years.

The manual is also replete with technical data sheets and guides to good architectural practice in the use of coated steel. Photographs of some spectacularly designed buildings are enough to goad even the most placid architect into artistic competition.

The corporation is employing staff to tour architect offices updating the manual several times a year.

Mr Burling is also working hard at other markets, such as domestic appliances, office furniture, steel drums, and car and building components.

Here, British Steel runs a product development centre at Shotton which studies problems of production engineering using pre-finished steel. "If the potential volume is big enough we will offer this as a service to anyone," Mr Burling says.

This, together with consultancy by engineers and technical staff, and even the building of prototypes.

What the corporation has decided not to do is produce aluminium, a zinc-rich corrosion resistant coating for steel used extensively in the U.S. and, now, Japan, for car components. It holds the British licence for this but will not go into production unless a major car producer decides to use it. Nissan's recent decision to use it in Japan may, however, be an omen here for when the company starts UK production.

What British Steel will be producing is Galvalume and it is for this that the new line is being built at Shotton. This is steel coated with a 45:55 mixture of aluminium and zinc which has four times the corrosion resistance of galvanised steel and greater strength at the surface.

Mr Burling says: "This will give even better corrosion protection to buildings and will perform better in heat, such as in car exhausts. It will also be more flexible, so bend radii will be tighter. We should also be able to apply thinner coatings."

The prospects look good and are getting better for what is, for British Steel, a rare success story, even if a few competitors are now beginning to nibble around the feet of the giant.

Promotion

It is these people and their advisers to whom British Steel is now promoting hard. In January the corporation published an impressive chiselled manual for a 112-page and specifiers, following up with audio-visual presentations around the country.

The manual is, quite literally, weighty, tipping the scales at nearly 5lb. One reason for this is that it contains lots of little samples in plastic wallets of steel strip coated with plastic, oxide and fluorocarbon paints that are far superior to colour cards in allowing true assessment of colour and texture.

Cladcolour

Buyer turned supplier

BRITAIN'S LATEST coil coater started operations last week in a disused strip mill in British Steel's Whitehead works in Newport. Cladcolour, which used to buy coil coating from the corporation to make profile panels for the building industry, has now set up in competition, and will be calling its product Colortoll.

"I'm afraid British Steel sees us as a threat in their side," says Cladcolour's owner, Mr Brian Proctor. "Actually, we hope to be no more than a playmate. We only need a small piece of the market."

Mr Proctor used to work for British Steel, selling coated coil. He left to set up his own stockholding company in the early 1970s, but sold the business in 1978 to become a proctor. He is now a director of retained profits, loans from ICFC and assistance from the Welsh Office and Welsh Development Agency.

The £1.6m investment is creating 30 new jobs immediately and he hopes to add 100 more eventually to increase his workforce to 80.

The irony is that Cladcolour's factory is an island surrounded by British Steel land within a British Steel perimeter fence. Mr Proctor did not tell the corporation exactly what he intended to do with the old mill but he did make sure that the sale agreement gave him permanent rights of access.

Opportunity

To compete with British Steel's main product, plastic coated cladding, Mr Proctor needed a paint supplier with a pitch to quack at British Steel. This has provided just the opportunity the Belgian paintmaker subsidiary of Petrolina, Sigma Coatings, was looking for to get a foothold in Britain.

Sigma's Mr John Cunningham says that the company will be supplying Cladcolour with at least 70 per cent of its coatings. With any paint supplier's technical backup critical to guaranteeing coil coating quality, the project might have been doomed without such support.

Mr Proctor's marketing strategy will not be to play David to British Steel's Goliath but to find a small, complementary niche. "Their minimum order is 10 tonnes," he says. "We shall go down as low as two. Our budget will be 7,000 tonnes in our first year, rising to 25,000 in 1987."

"We haven't got the capacity to be a real nuisance to them. But there has only been one general supplier all the time I've been in the industry since 1965. The market can take some flexibility. I'm not going to undercut British Steel; service, availability and reliability have always been more important in this business than price. The real irony, of course, is the very stuff Cladcolour will be coating—British Steel."

From building to baking

'Crown Paints—Industrial Finishes are major manufacturers of high quality coatings for steel and aluminium'

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Schramm Lacke GmbH, Kettelerstrasse 100, Postfach 38, 6550 Otterbach am Main, West Germany. Telephone: 0811 88030 Telex: 4152825

Custom Coil Coaters Step-by-step approach pays off

SUCH IS the impact of Custom Coil Coaters on its markets that the company, which operates from a small factory in the heart of the English Black Country, has seen turnover grow by an annual 28 per cent for each of the past three years.

Profitability has been maintained throughout the recession and the best testament to the company's confidence is its recent investment of £250,000 in a new coil coating line.

According to Mr Don Large, the managing director: "Our philosophy is to cover as many markets as we can. We don't sell on price, but delivery, service and quality. We can fill new orders in only four weeks and that has seen us supply small domestic appliances to Australia faster than their home producers."

As its name suggests, the company coats coil for specific requirements. It operates on narrower widths, making very many small items that most people take for granted, such as clock faces, car instrument dials, film cassettes for

Polaroid cameras, and bottle caps.

Some products are more substantial, such as bakeware and holloware and suspended ceilings. There are architectural products for the building industry and small domestic appliances, which need specialised heat resistant coatings, such as sandwich toasters.

"With some of these products we seem to have cornered the UK market," says Mr Large, who is widely known in the automotive industry for having previously managed Jensen Cars—in Custom Coil Coaters' home town of West Bromwich—and the "Knowled" Plant for Chrysler in Scotland.

The company is part of the Wolverhampton engineering group, Frederick Cooper, and contributes about 40 per cent of the group's £20m turnover. Cooper is probably best known for making horseshoe nails, which it exports all over the world.

Custom Coil is also strong on export, with 25 per cent of sales now going abroad. Mr Large says: "Ten years ago

we were doing fairly standard work, such as coating narrow strips for coachwork. Then we started playing about with bakeware."

That "playing about"—the company sets aside one-third of its profits each month to use in coil coating lines for R & D—has eventually led to the development of some impressive kitchenware, coated with Du Pont non-stick finishes on the inside and Crown Paints heat-resistant, highly coloured coatings on the other.

Hallmark

Custom Coil has developed the coating process and with Du Pont and Crown the coatings themselves. The kitchenware can be drawn, stamped and bent from the coated coil without the pre-finished surfaces being damaged or becoming un-stuck.

The newest R & D programme at the company is concerned with coating zinc strip. The paint is electrically conducting and the coated zinc will be man-

ufactured for making batteries if Custom Coil succeeds. The development is being done with a similar battery manufacturer.

Mr Large says: "There are still problems to overcome but we have been through this mill with every new thing we ever did. It took three or four years to get the bakeware right but it was well worth it."

A step-by-step approach has also been the hallmark of expansion abroad. The company started selling in France and Germany, secured its position, and then expanded elsewhere in Europe before venturing further afield, leaving the U.S. market until last.

The management's only fear is of success forcing too-rapid growth. There are only 66 employees in the highly capital intensive business and the management team is basically Mr Large and his technical and sales directors.

He says: "We can take decisions and respond quickly. One of the problems would be running the company if we became too big."

COIL COATINGS III

UK aluminium coaters

Alcan and Euramax fight it out

A NEW confidence has emerged among British Alcan's coil coaters in Birmingham. A year ago they were smarting at having lost their biggest customer, Euramax—which had just opened its own coil coating line in Corby—and not a little worried.

Today it is the Euramax managers who are looking excited while the Alcan men are exultant. Alcan's man in charge, Mr Peter Gibbs, has just been promoted to a works directorship in Scotland and the company is about to make a substantial investment in its ancient coil coating line, which is now making profits.

One of the reasons why Euramax opted to become a coater was an understandable fear that the long-unprofitable Alcan line would be closed down. Euramax needed to safeguard its suppliers of coated aluminium for its caravan business but saw a chance too of picking up the whole British market with a new, efficient line if Alcan dropped out.

Marketing director Mr Bob Horton says that the investment decision was based on the worst possible scenario and that Euramax is on budget.

It has also changed its chief executive. Mr Roger Walters became managing director in August after previously leaving his last job as head of Alcan's building products division. Mr Walters says: "We have more than matched our predictions. If our competitors want to think we are not making progress, that suits us fine."

Why Alcan's managers are exultant is that having been reorganised and virtually given a last chance to save their coil coating line, they have done so. The turnaround in contribution between 1983 and 1984 was £250,000. In 1984, the Birmingham plant is heading for £500,000 better than that—something its success has prompted Alcan accountants to demand that it now bears a larger share of group overheads.

This has happened despite rising aluminium prices—the cost of coils has gone up by 50 per cent—and a frustrated, large export order to Nigeria. Nevertheless, the company managed to coat 5,500 tonnes in 1983, compared with the 6,000 t. bud-

get for with the two crises unforeseen.

Part of this is due to the success of Alcan's new coating, Duralco 80, a fluorocarbon-based paint which it claims has superior resistance to damage, abrasion, vandalism, stains, chemicals and ultraviolet light. It took an immediate 15 per cent share of Alcan's volume last year and sales manager, Mr Roy Shearing, says that this will double during 1984.

At the same time the spread of end uses is widening. Alcan used to be almost exclusively in buildings and caravans. The latter's share is expected to be only 30 per cent of volume this year—compared with half in 1982—with building's share also dipping as transport and gutter-

Alcan's line has recently gone into profit and the company is to spend substantial funds modernising it.

ing nudge towards 8 per cent each, dial reach five and "miscellaneous" creeps up to one-tenth of the total.

Success has priced investment out of Alcan headquarters, with £140,000 being spent on the line immediately and more promised. Mr Derek Sibley, the technical manager, says that this is going into updated testing equipment and computerised laboratory facilities that will improve cataloguing of coatings so that consistency can be improved further.

Longer term, the line's pre-treatment system is to be replaced with modern, cold, no-rinse technology that will save energy and cut anti-pollution costs.

This will also create space in the line and there are hints that this could allow the installation of a new coater developed by Alcan in Canada which dispenses with rollers and enables random two-tone patterns to be applied.

The paint comes out of a narrow slit stretching across the width of the aluminium strip. A series of computer-controlled solenoid valves can be used to apply a second colour

in random squiggles, so that woodgrain can be imitated exactly, with no chance of the pattern repeating itself.

Meanwhile, Euramax's brand new line has just been worked on to improve its heat recovery efficiency. No one admits to this not matching expectations but there would be no point in doing the work for the sake of it.

Euramax refuses to give production figures, claiming these would help Alcan but says that it had coated its first 1,000 tonnes by the end of last August.

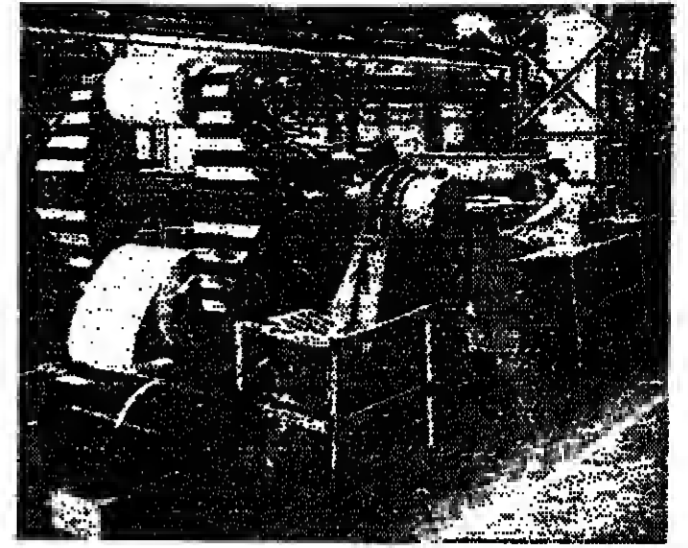
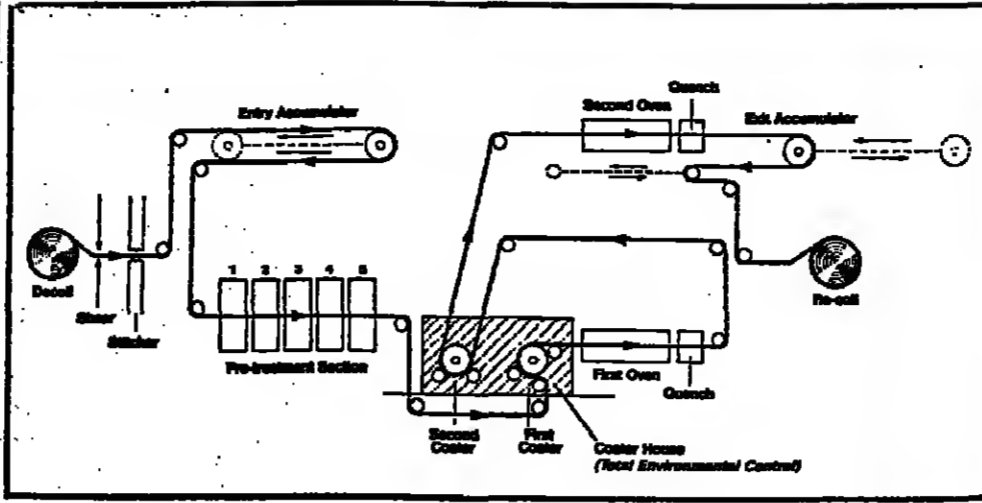
But depression in the caravan market suggests that it is a long way off the annual 2,500 tonnes it used to buy from Alcan. In peak times, though, Mr David Brown, the sales director, says that this sort of annual rate is more likely by the end of the year.

Euramax's big achievement, however, has been to get its new line going while at the same time building a new factory next door so that it could move its caravan cladding operation from Tring—the sort of corporate trauma that cause nightmares.

The new factory is in coated aluminium and an impressive testament to what the new line can produce. At the same time, even more recent investment has seen a coil slitting system installed and an embosser. These are expected to help entry into a wide variety of miscellaneous markets.

Euramax has also carried out a very unusual experiment, coating a coil of Aluzinc—steel with an aluminium-zinc coating on its surface—to see if it could be done. It worked, raising intriguing long-term possibilities about which no one at the company will speculate.

How is Euramax really doing? Poker-faced, and giving nothing away, Mr Walters points out cryptically that the company's parent, the U.S.-owned Alcoa Aluminium, has never made a loss in any quarter in its history. He says: "Despite price rises we have maintained margins and made a positive contribution. We have consolidated operations and learned more with each month that has passed—and we hope we are getting more clever all the time."



Above: a diagram of Euramax's Corby line. Right: Alcan's Birmingham line.

The coil coating process

What it means, how it works

COIL COATING is a simple process requiring complex technology. Its basic premise is that the easiest way to paint a sheet of metal is to lay it flat, thus ensuring an even coating of consistent quality. The process is simply the means of doing just that.

But the most sensible way to make, transport or store steel or aluminium sheet is to do so in coils. The metal comes out of the mill in a long strip that is literally rolled up. Coil coating technology is concerned with painting these coils.

It is done on a continuous, automated production line, with the coils of metal being unrolled at one end, passed through pre-treatment tanks to clean the surface and ensure that the paint will stick, then roller painted, dried, and rolled up again.

Why this simple operation is in fact complex is because the strip—ranging from five feet wide to 300 metres a minute or 12 miles per hour. Stitching machinery can ensure that the line can run for hours at a time, with a new coil attached to the one in front of it as it runs out.

A line may be several hundred yards long and the metal strip may have to be painted three times—a backing coat or lacquer on the "back" or bottom side, and a primer plus a topcoat on the "front" or top side. The paint therefore

has to be special, capable of drying quickly as the strip passes through a series of ovens. The stages are known as "coating" and "baking."

Most lines are "two coat, two bake," meaning that the process goes de-coil, pre-treat, apply backer, apply primer, bake dry, apply topcoat, bake dry, re-coil.

Older lines with only one drying oven have to pass coils through twice, necessitating down-time in changing paint. Some of the most modern lines have facilities for a three coat, three bake process. Most of these are in Japan but a recent

study tour by European coil coaters revealed that no one is applying a third coat or using the third oven—yet.

On some lines there is also a facility after applying the final coat to laminate a film onto the surface. On some lines this film, or a thick coating, may have a pattern applied to it by passing the coated coil through an embosser before re-coiling.

During recession most lines have been working at well below capacity, so speed has not been crucial. Speeds will pick up with economic recovery and those old lines that are not yet

almost fully controlled with microprocessors, will probably have to be so automated in order to stay competitive.

Manning levels on the lines are low in Europe and North America, but 30 to 50 per cent lower in Japan. Most coaters are also steelmakers. In Europe, British Steel and Germany's Hoescht dominate production and development of the technology. They are in virtual control of their respective home markets, despite aggressive marketing by the Benelux company, Phenix, which has a creditable 10 per cent market share.

Aluminium coaters are relatively few and far between, reflecting lower demand for a more expensive product and an increasing range of uses for steel as coatings improve and wipe out aluminium's former advantage of greater corrosion resistance as a substrate—which brings us to the coatings themselves.

These have come a long way since the first coil coating lines were built 40 years ago to coat narrow strip for venetian blinds. What dictates the choice of coating is the end-use for the finished metal.

If it is to be used for making caravans, for example, a high-gloss will be required but if kitchen bakeware is being made, the coating may well be non-stick on one side and thermoplastic resin on the other. If the finished material is to be vigorously formed—requiring, say, bends through 180 degrees, or deep drawing—the paint will have to be formulated so that it remains intact and does not lose adhesion from the metal when bent.

The properties required of paints compound the high-technology content of the industry. So does drying them, since the ovens will often be driving off polluting hydrocarbons used as solvents. This has led to elaborate catalytic cracking systems for the gases concerned, with heat being recycled back to the ovens so as to save energy.

Acrylic: Flows well to give perfect finishing and good flexibility when formed, but has an outdoor life of only seven years. Price factor 1.

Polyester: Can be tailored to any end-use, with formulations variable to give wide ranges of gloss, weathering, flexibility, chemical resistance or deep drawing capability. Outdoor exposure life is ten years plus. Price factor 1+, depending on formulation.

Silicone polyester: Polyester modified with silicone resin to increase outdoor life to 15 years. Relatively poor flexibility when formed, and can be degraded by bacteria.

Price factor 2—Flastisol: A dispersion of polyvinyl chloride (PVC) with plasticisers, applied at up to ten times the thickness of normal paints. Dark colours are degradable by bright sunlight so use is restricted south of the Alps. Thickness allows it to withstand carelessness and abuse on building sites. British Steel's main coating for building industry. Price 2.5 to 3.5.

Finercoarbons: usually a mixture of polyvinylidene fluoride (PVDF or FVDF) and acrylic. Almost indestructible. Superior in all properties to all other coatings. Cost depends on proportion of

PVDF in formulation, with Class A paints containing 70 per cent and Class B, 50 per cent. Price factor 2.5 to 4+.

Non-stick: main ingredient is polytetrafluoroethylene (PTFE) but this has such non-stick qualities that it has to be mixed with polyethersulphone (PES) to coat anything at all. PES can itself be used as a coating for end-uses requiring high heat resistance, as in bakeware. Price factor varies too much with end use for generalisation.

*Prices vary with formulation and volume, so can only be indicated relatively to each other.

All over Europe, Nixdorf helps repair cars that aren't even broken



Engineers can statistically predict when every part in an automobile is likely to fail. This is true no matter how fine the car is, or how well built its part. Finally, everything goes. The trick is to catch it before it has a chance to fail on the road, check it out, and replace it if necessary. Preventive maintenance, the engineers call it. The concept originated in the

airline business, because airlines can't have parts failing during flight. But while an airline may have hundreds of planes in the air at any given time, an automobile manufacturer has millions of cars on the road during the same period. And each car has thousands of parts. So while preventive maintenance for automobiles is a good idea theoretically, it becomes well-nigh

impossible when you try to put it into practice. The permutations and combinations can be mind-boggling. But not to a Nixdorf Computer Network. Which is one of the reasons why most major European automobile companies rely on Nixdorf to keep their cars running. They use Nixdorf hardware and software for distributed data pro-

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COIL COATINGS IV

Fluorocarbon paints

The suppliers' key to future prosperity

The major benefit is that buildings are likely to be sound 40 years after construction

Be made from pre-finished coil. On top of that there is already a bare in the race in Sweden's Becker, which though not in the same general international paintmaking league as, say, Hoechst, ICI or Sigm, recognised the future significance of coil ahead of most others.

Becker's coil coating sales are about 50 per cent of its turnover in industrial paints. It claims a 20 per cent share of the market in Europe, significantly, when it expanded into European manufacturing and marketing by acquiring Coatings in Britain, Bichem in France, and Wulfing in Germany, the fact that they had Kynar licences, or were technically good enough to win one, was critical.

The result is that Becker now has the widest geographical spread of Kynar licences and the largest number.

The picture then, among the Kynar licensees, is of most of them servicing and doing best in home markets, but with the Becker group racing ahead on a pan-European basis, hotly pursued, from some way behind by the ICI group, International (which has a subsidiary on Becker home ground in Sweden) and the two Hoechst paint companies.

Meanwhile, trying to show its way into Britain now is another Kynar licensee, Sigm Coatings, the paintmaking subsidiary of the Belgian-based petrochemicals group, Petrofina. Sigm is by far the largest supplier (it claims a 20 per cent share) of all types of paint to the Belgian steelmaker, Phenix, which in turn has a 10 per cent share of European coated steel.

Sigm also sells to coil coaters in France, Germany, Italy, Switzerland and Scandinavia but John Cunningham, senior manager in charge, admits that in Britain "We've been observers for most of the last five years."

The date is on now to break in, though as the main supplier of plastisol to Glacolor, which is starting up its own small coil coating operation in South Wales, Sigm may not have a desired field to a strong British Steel.

The fundamental question behind this massive commitment of resources by so many international companies is that fluorocarbon paint technology holds the key to future prosperity for coil coating suppliers. This in itself raises another assumption - that the building industry is going to increasingly turn to self-coated fluorocarbons for claddings.

Why should it? An important reason is that fluorocarbon paints are living up to the claims made of them all over the world. Their critical property seems to be that Kynar is invisible to ultra-violet light, which is what does the damage

to most coatings.

This means that UV wavelengths have no effect on the resin at all and the pigment of the paint can get on with its job of protecting the substrate without anyone worrying about whether the polymer system is going to break up.

The analogy is with a painted piece of glass: the glass is invisible to light and is unaffected by it, but the paint will stop the light getting through. But paint a sheet of ice and the whole system will fall when the temperature gets hot enough to melt it.

What also happens is that most colours do not fade, so that if someone does wash a rock-like finish into a factory wall made of coil coated pre-finished sheet, the damaged panel can be replaced with an exactly matching one.

For Penwalt, as it expands Kynar production, it is also critical that its European market develops. To make sure it does so, the company has decided not to rely on coil coaters, most of whom are production-oriented, or even the people it sells to, the paintmakers.

It is itself promoting the properties of fluorocarbon paints directly to architects, designers and people who take decisions to invest in buildings, such as the managers of pension funds.

Reliability

Mr Gattley says: "People are looking for buildings that will last. They want reliability and a high quality of finish."

There are now some spectacular examples around the world of buildings made of steel protected by coil coating lines in Kynar-based paints. The days of coil coated steel being a cheap way of putting up sheds are long gone. Now, "prestigious" is often the word used to describe some of the buildings for which fluorocarbon coatings are being specified.

The major benefit is that the building is likely to be sound 40 years after construction, which could be telling to an investor aiming to let it on a lease of that length and still have a saleable or reliable asset at the end of that time.

If new substrates such as Galvalume can guarantee that the steel will match the paint for durability and quality—and the few fluorocarbon failures have involved faulty substrates—then a colourful revolution in building design could be about to take place.

Add to this new paints that can make coil-coated steel look like much more expensive anodised aluminium and it could be a long time before demand for Kynar stops growing. Penwalt, which is spending \$85m on an expanding its production, certainly hopes so.

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ACCORDING to Mr John Gattley, Penwalt Plastics' UK director, the company is "big in little things." The approach has worked well enough to see the Philadelphia-based company, which has its own fluorocarbon, to worldwide sales of \$1,000m a year and nearly 20,000 employees.

One of the "little things" is a fluorocarbon resin called Kynar 500, Penwalt's brand name for polyvinylidene fluoride, which in turn is more generally known as PVDF or PVF2. It is practically indestructible and, when mixed with a flowing acrylic paint, it provides steel sheet with a Rolls-Royce coating.

According to ICI's Dr Bob McGinness: "It is a ridiculously priced product but they've got the lot of us over a barrel."

Prudent

Penwalt knows it: it is the world's only volume producer of PVDF for the world's paintmakers. And even though the strength of the dollar has encouraged Atochem in France and SKW in West Germany to start producing a similar type of PVDF in the last year, "me too" products always have an uphill fight against a well-established market leader—especially one prepared to guarantee buildings using Kynar-based paints against corrosion for decades.

Nevertheless, Penwalt has felt it prudent to absorb some of the impact of the strong dollar, especially since there is an EEC tariff of 14 per cent

against Kynar as an import from the U.S.

Since it is theoretically possible for companies in former EFTA countries like Sweden to escape this—so that their Kynar-based paints could be cheaper when sold into the EEC—British, French, Italian and German paintmakers are understandably suspicious, though the multinational nature and ties of the only companies which could be involved make such a practice unlikely.

Kynar's indestructibility has opened three worldwide markets. The first, linings for chemical plant, has been quiet during the recession but the second, electrical insulation, has been boosted by a change in U.S. building regulations for air-conditioned buildings (PVC is being superseded because it is dangerous in fires; Kynar-based plastics are fire-resistant).

The third market, which accounts for a third of world sales but 70 per cent of sales in Europe, is in coatings.

Penwalt sees the prospects for Kynar expanding mightily as all three markets grow between now and the end of one century. It has already set up its factory in Kentucky to up production by one-third and it is building a new plant in New Jersey so as to double this expanded capacity by May next year.

Mr Gattley says: "We don't disclose how much we make. Hopefully, the new capacity will see us into the 1990s."

Penwalt's system of getting Kynar into paint is another reason why only the most technically capable paintmakers with

always require evidence that coatings they develop will last.

Inevitably, therefore, the 21 European licensees are concentrated in Britain, France, Germany, Poland, Finland, Sweden, Belgium and Italy among a few leading paintmakers and their subsidiaries. Becker has four of them, ICI and International two each, Hoechst—through Heberts in Germany and Berger in Britain—also has two.

Britain has the largest number: through Becker, Berger, Goplass Wall, ICI and International, followed by Germany with four, through Heberts, Wiederhold, Wulfing and Mehnert & Veeco.

Add the names of some of the other licensees, such as Corona and Ripoll-Duro in France, Sigm in Belgium, and Max Meyer, Italver Pittsburg and

International Paints

Wraps come off son-of-plastisol

INTERNATIONAL PAINTS breakthrough into coil coating was to develop a high-gloss, formable, scratch- and stain-resistant polyester so that Hotpoint's Ice Diamond refrigerators could be made from pre-finished steel.

With domestic appliances earmarked by the industry as a major area for future growth, this seemed to suggest that International was about to corner a substantial portion of a new market, so what the company's management is now saying comes as something of a surprise.

As Michael Pragnell, managing director of industrial coatings, puts it: "I am not sure we can expect to see major growth in domestic appliances. There is potential for significant growth in the UK and Italy but volumes will not be great."

Since International is already the leading supplier of spray paints to white goods makers, it can afford to be sanguine about the matter. It has been talking to Hoover, Lec and AEG about coil coated steel but doubts whether the manufacturers will switch many existing lines to pre-finished material.

The argument becomes different when a new line is being set up—as was the case at Hotpoint—but this sort of investment is unlikely until the world has recovered more substantially from recession.

But International needs to develop in coil coating for several reasons, a principal one of which is that it must replace volume lost in the marine sector caused by the worldwide decline in numbers of ships. The company is still pre-eminent in that field—it has actually increased its share of world markets to 25 per cent—but sees no prospect of substantial growth.

Mr Pragnell says: "In industrial

paints, coil coating is volume business. Of that, coated steel claddings for buildings comprise 70 per cent of the market. It is what we have to move into."

Since the claddings market is continuing to expand, there is elbow room for anyone trying to break in but International is anxious not to merely be a "me too" competitor. "We have to bring something new with us," Mr Pragnell says.

The company is therefore going to attack plastisol, the thick PVC coating with which British Steel covers more than half its thinning plate. With ICI working on a "nephew of plastisol" the workhorse of the claddings market now faces a pincer assault, but is it even vulnerable?

Substitution

Mr Edward Kent-Coward, a chemist who is International's coil coating products manager, thinks it is. Plastisol has two drawbacks—it is expensive and its very thickness makes it slow to apply on a coil coating line.

With the use of coil coated claddings increasing anyway and economic upturn strengthening, International thinks British Steel, its main target for plastisol-substitution, will be forced by sheer economics to speed up its lines within the next few years.

Using tough, fluorocarbon coatings—which are thin and therefore fast to apply—may not be the answer since these are at the top of the price range. So International has developed what it thinks could become a new workhorse: it is an eighth of the thickness of plastisol yet, according to Mr Kent-Coward, matches it for robustness while being much cheaper.

It also has phenomenal "stretchability." This is critical if the coated strip is put through some forming process, which lift microscopic flecks of the galvanised layer from the substrate. These can pierce any thin coating, leading eventually, corrosion and failure. Plastisol is thick enough to cover such sins but International's new coating is stretchable enough to do so the same job without being pierced.

Mr Kent-Coward says: "We are not saying how we have done it yet. Patents will be applied for. But we have not developed an existing polymer. We defined the properties we wanted and left our research labs at Tyneside alone for two years to develop it from first principles. It is something new in polymer technology."

Encouraged by exceptional results in the laboratory from a year's accelerated tests of stability in ultra violet light and corrosion resistance to hot, salt-spray atmospheres, International has been confident enough to talk about the new coating now.

Normally, there would have been three years of exposure to the elements in the company's test sites in Australia, Florida, Dubai and Sweden before anyone dreamed of saying anything.

These are going ahead and coaters would probably want to see those results before committing themselves. But the paintmakers see themselves in a long game, which is why, in the end, only the largest international ones with big resources will survive in the coil coating



Mr Michael Pragnell, managing director, "need for something new"

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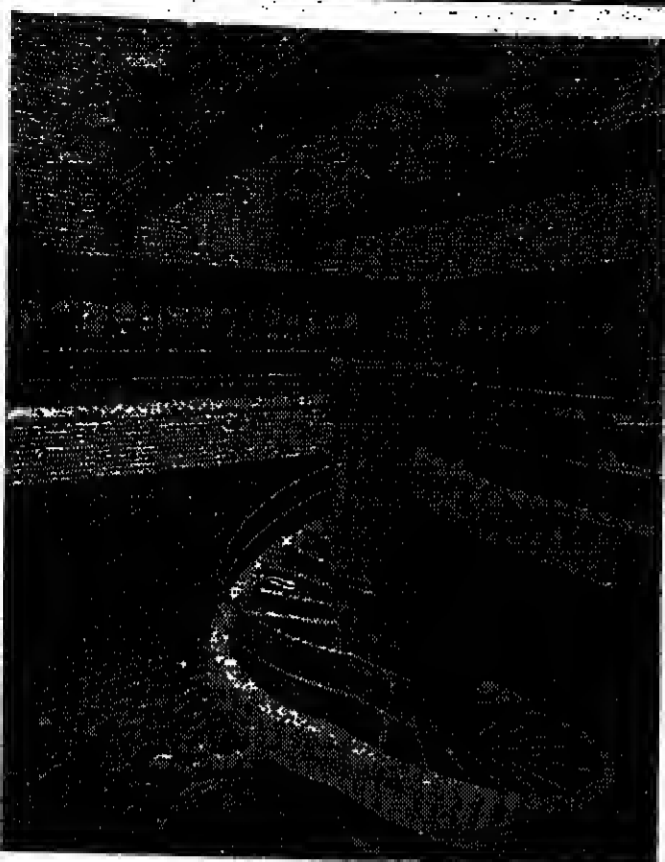
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COIL COATINGS V



Coil-coated materials have traditionally been used mainly for exterior cladding and roofing but building interiors are now an important growth area. These photographs show coil-coated ceiling panels and an imaginatively-designed, coil-coated hallway

Crown Paints

'Old hat' product is moneyspinner

FOR A company whose main coil coating product is being constantly knocked as old hat, Crown Paints is remarkably calm about its prospects. The product is plastisol, the thick PVC coating British Steel puts on most of its claddings for the building industry.

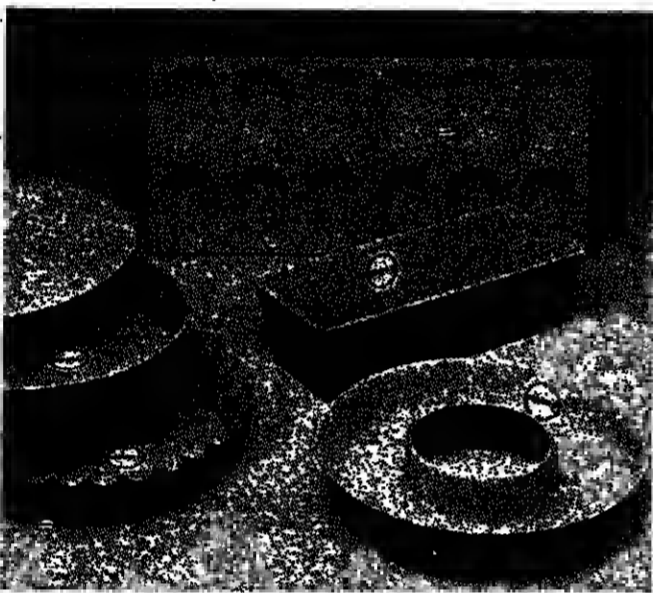
BSC's formulation is its own and three paintmakers—Crown, Berger and Norsk Hydro—make it to specification, an arrangement pooh-poohed by competitors such as Becker and ICI as insufficiently challenging to a real high-tech paintmaker's skills.

All paintmakers in the field can supply plastisols, of course, but BSC has been content to stick to its own well-tried formula. Since BSC plastisol probably accounts for at least £6m-worth of sales each year it must be worthwhile to have a share of that.

Indeed, this figure is much more than what several large international paint companies now trying to elbow their way into the market are selling to coil coaters throughout Europe. Even if ICI's assessment of the situation is correct—which is that plastisol will maintain volume but lose share in expanding buildings markets—Crown, Berger and Norsk Hydro can still make a lot of money out of it.

Plastisol's critics point to its slowness of application, its tendency (in some darker colours) to chalk in strong sunlight, and its expense.

But the other side of the coin is that British Steel has no plans to drop the coating which has been the backbone of its success in coated coil. BSC's Peter Bunting points to



Non-stick kitchenware produced by Custom Coil Coaters has Dupont non-stick coating on the inside and Crown's best resistant paint on the outside.

large numbers of buildings in northern Europe where plastisol has performed well. More than that, many have been up now for the best part of 20 years.

It is among these that Crown expects to find and prove new markets—in the maintenance field. Crown's David Parkinson says: "We are the only BSC-approved supplier of overpainting systems for plastisol." The system consists of painting with a special primer to get adhesion and then applying a silicon alkyl topcoat.

"We are putting a lot of time and effort into developing maintenance procedures,"

says Mr Parkinson. "We see this as a major growth area. If you say that the length of life of a steel building is about 40 years, coil coated plastisol will last for at least 15 before its first maintenance. But you can't just paint it with anything."

Crown, however, does not have all its eggs in the plastisol basket. It is a major supplier to the independent coil coater, H. H. Robertson, which uses British Steel in building applications but coats on a bespoke basis for the particular job in hand.

Crown also supplies to Coated Strip, which coats tidily hits of narrow width for things like edgings, and

Custom Coil Coaters, where it also sees prospects of growth.

This last area is the pots and pans business—bakeware and holloware for the kitchen. Crown claims to have been first to put a wide range of bright colours into pots and pans in 1975.

In these days Crown was also in the non-stick business but has now ceded the field to Du Pont while grabbing the other side—quite literally—of the pots and pans market.

Custom Coil now puts Du Pont's Teflon or Silverstone non-stick on one side of steel coil and Crown's Nnon coating on the other. The pre-finished metal is then formed into products such as jelly moulds, tart trays, fan dishes, or bakeware for the Sunday joint.

Crown's brightly coloured coatings are on the outside of the finished products. Some idea of their properties can be gauged from their ability to withstand three hours' immersion in boiling vegetable oil, two hours in a hot oven, four cycles of heating to 150 degrees centigrade followed by shock cooling, and then survive being put through 180 degree bend tests without losing adhesion.

Mr Parkinson says: "We are also moving into the small appliance sector, which falls between bakeware and large appliances such as refrigerators. There will be a big battle with the powder coaters and all the manufacturers are trying both technologies, using powder for kettles and coil coating for toasters. The demand for colour in the kitchen is definitely increasing. We think it could be a very good market to be in."

ICI

Intensive attack on UK market

WITH SALES in Continental Europe up 160 per cent last year, ICI is now intensifying its attack on UK markets, where sales to coil coaters rose by only 9 per cent in 1983.

Significantly, the man in charge, Dr Bob McGuinness, has moved back to Britain from West Germany, where his job involved setting up ICI's coil coating operations with its subsidiary Wiederhold. It is part of an increasingly high profile ICI is adopting in the field.

Having acquired the Birmingham-based Holden Surface Coatings 18 months ago, with its substantial organisation, manufacturing base and markets in France, Dr McGuinness claims that the ICI-Wiederhold-Holden group is now the biggest in European coil coating after the Swedish market leader Becker.

He says that Holden's operations are complementary to ICI's—Holden is big in non-stick coatings, for example, and a fierce competitor of the German company, Weibuller, which has itself opened a UK base in Warrington. The new grouping means that ICI will be able to fight more effectively and on more fronts on a pan-European basis.

But attrition is not the sole strategy, for ICI believes it has an ace up its sleeve that will see it take a great leap forward in 1986. That is when British Steel will start making Galvalume on its new line at Shorton. ICI, if it plays its card right, should be able to grab the major share of paint supplies.

Galvalume is steel strip coated with a 45-55 mixture of aluminium and zinc. Its virtues are four times the corrosion resistance of normal galvanised substrate and greater mechanical strength

at the surface, which enables it to withstand more vigorous forming processes.

There is little of it yet in Europe, where the main holders of Bethlehem Steel's licence to produce it are British Steel and the Belgian steelmaker, Phenix. But in the U.S. most Galvalume is used unpainted. Only in Australia, where it comprises much of John Lysaght's output of strip, does it go through coil coating lines.

Lysaght's main supplier of paint for this is ICI's Australian company, Dulux. Dr McGuinness expects European competition for the Galvalume market to be very tough but he also expects ICI's "world group" approach to give it the edge with European coaters. "Only we have real experience," he says.

At the same time, the German steelmaker Hoesch, which has no Galvalume licence, is working on another surface, a 5-95 mixture of aluminium and zinc, which is just outside the Bethlehem Steel patent and is called Galfan. British Steel is also involved.

This raises the possibility that by the end of the 1980s there will be two classes of steel substrate dominating the market in Europe—galvalume for expensive fluorocarbon coatings and Galfan for plastisol or polyesters.

Dr McGuinness says: "I would want to see the Lysaght coatings running in British Steel before I would try to make firm predictions, but we are very excited about Galvalume in the UK and Europe. We shall be very careful not to go in at half-cock or bite off more than we can chew but we would hope that we would score in service and technical back-up based on our existing experience."

Meanwhile, work is continuing on developing a "nephew of plastisol" coating,



Dr Bob McGuinness: high hopes for Galvalume market

Here the approach is different from International's, with ICI envisaging a paint system that would give the high-build of plastisol (which enables it to withstand abuse), similar flexibility to cope with vigorous forming processes, but superior weathering properties—plastisol's performance in intense sunlight tends to confine it to temperate zones, such as northern Europe.

Whether this would be used to attack plastisol sales is another matter: Dr McGuinness expects plastisol to lose share in the long term, but only through falling to gain volume in an expanding market for building claddings.

ICI also expects to see coated coil take an increasing share of the drum market, competing with plastics as that technology evolves. It already has the lion's share of paint for drums made by conventional methods so has a vested interest in seeing drums continue to be made

of steel but by cheaper means, which coil coating offers.

Dr McGuinness is also much more optimistic than some competitors about coil coaters selling much more pre-finished material for office furniture and domestic appliances.

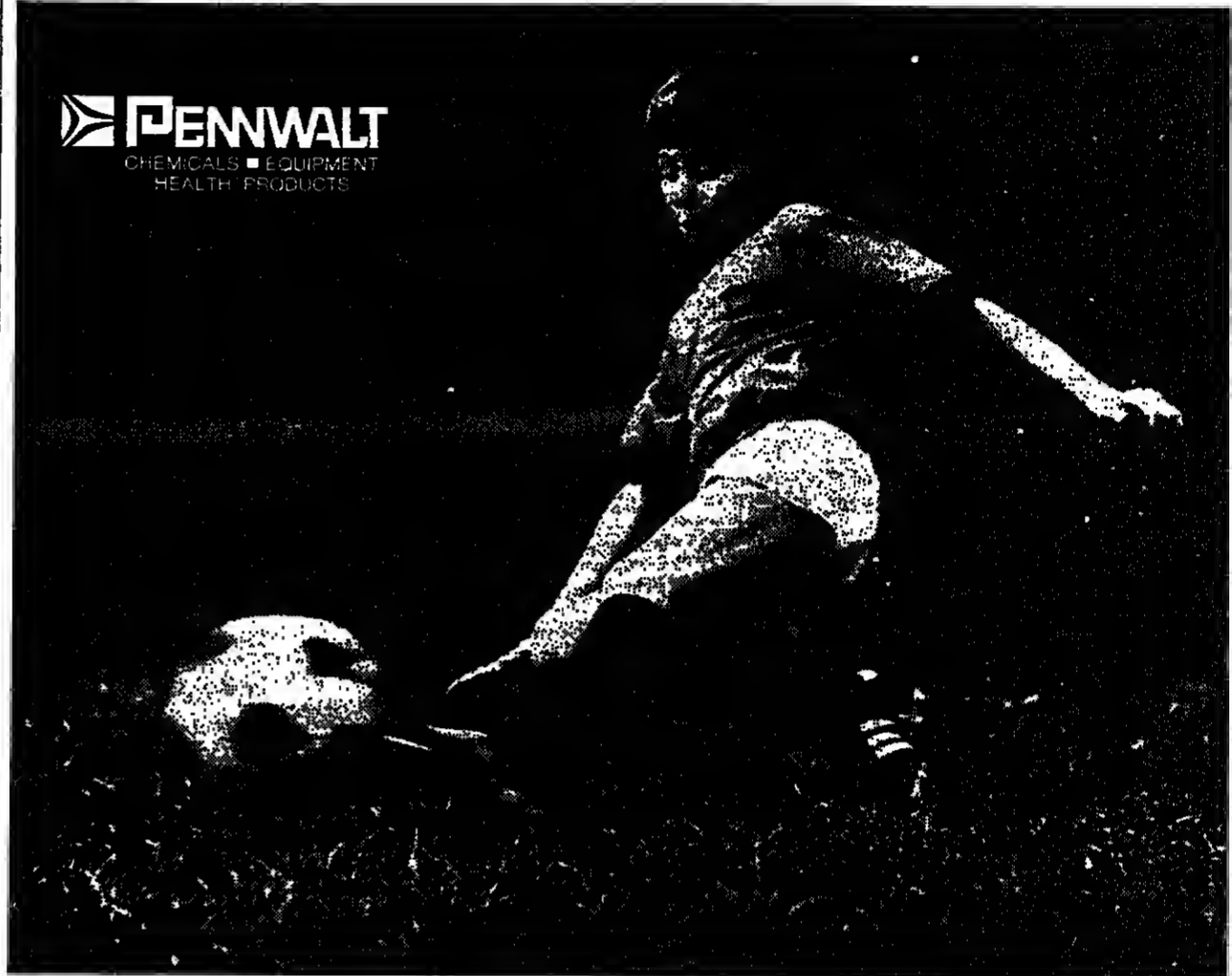
He says: "Hoover have been toying and Iro-ang, Kessel and AEG are going. About 30,000 tonnes of steel were used in the European domestic appliance market last year. Full credit to International Paint for their work with Hooper. They did the whole industry a favour but the rest of us have now caught up."

But it is not only in coating Galvalume that ICI expects to benefit from its Australian experience. According to Dr McGuinness "we have teams working on several things that are now coming to fruition." Possibly the most important of these from a long-term high sales volume point of view is called Complex.

This is a water-borne, universal primer developed out of fundamental polymer research. The primer is already running successfully on Australian aluminium and is now undergoing production trials on Galvalume. Results are expected by mid-year.

With PPG, Becker and BASF also on the universal primer trail, the fight to be first could well be won as a result of having proved the new coating in Australia. ICI's trials there are being watched with interest, therefore, not only in Europe but in the U.S. and Japan too.

In Europe, however, ICI is now consolidating its coil, having come in late, but with enormous technical, financial and managerial clout. The fight for the coaters' confidence in the age of Galvalume should be very interesting—for the spectators.



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COIL COATINGS VI

The European Coil Coating Association

Drive to tap new markets

A MUCH stronger marketing outlook has become apparent in the European Coil Coating Association in the last few months. The ECCA has reorganised its Brussels office, expanded its information and promotional services, and has been putting much more effort into promoting the industry's products rather than itself.

These are significant changes in outlook and approach which could boost mature growth of the industry further. That natural growth is, of course, the major reason why the ECCA has taken so long to get itself fully oriented in a marketing direction.

Founded in 1966, the organisation set out to research, promote and study all aspects of coil coating. Most of its members are not coil coaters, but suppliers of paint, chemicals, plant and equipment. Only 51 are coil coaters, all of them customers or potential customers of the other members.

But with the steel industry in particular notoriously production-oriented throughout Europe, the ECCA has appeared somewhat introverted for most of its life. The fact that markets were growing anyway hardly encouraged people to ask if they were growing as fast as they might.

So ECCA's conferences have sometimes appeared to be technical gatherings where hard-headed production men met to hear wafery papers on important, but sometimes esoteric matters.

On top of that is the jargon of the industry itself. Even the name "coil coating" brings puzzled looks from non-technical managers in manufacturing or construction or the financial sector—the very decision-makers to whom the concept, with its potential for saving or safeguarding large sums of money, ought to appeal.

The ECCA's change in outlook has come about gradually over the last two or three years, followed by a spurt forward as a result of reorganising things in Brussels more recently.

Some of the change has undoubtedly been due to Mr Norman Makins, recently retired from British Steel, who finished a two-year stint as ECCA president this summer, when he will be succeeded by Mr Henry Otto of the Dutch coil coater, Hunter Douglas, another man with the strong marketing outlook.

Mr Makins says: "Growth has been phenomenal over the last decade and has continued despite recession. But the industry cannot afford to relax. There is a need to develop existing markets and identify and exploit new ones."

Mr Otto is concerned about complacency among coaters who have been doing well without having to try very hard in the marketplace. He says: "They assume that anyone who makes products from aluminium or steel is already fully alert to the advantages of coil coating."

Vigorous promotion
"This is a dangerous assumption, particularly in key industrial sectors where alternative products and processes are being marketed aggressively."

"With European industry coming out of recession I expect the ECCA and its members to consolidate on gains made already and be ready to capitalise on new market opportunities."

Catching any upswing in the European economy is seen as vital to coil coating's further growth. Promotion of existing and new end-uses is in turn seen as critical in achieving that, with drives on in the white goods market, and in the use of expensive coated, technically advanced steel substrates for a much wider range of buildings than factories and offices.

Some individual coaters have been doing such promotion quite vigorously already, of course, and some suppliers have also worked hard to get the "paint first, fabricate later" message across to senior managers responsible for investment decisions. But the industry as a whole in Europe has failed in this area, a stark contrast to the ECCA's counterpart in the U.S.

To change this the association's marketing committee has been beefed up under the chair-

manship of Mr Sam George, British Steel's sales manager for coated products. For the first time in ECCA history this committee now seems to be regarded as more important than its technical counterpart.

Mr Ed Crockett, who has this year been working full-time as the ECCA's marketing consultant, says: "The immediate problem areas were easy to identify, such as linguistic barriers, heterogeneous product ranges, entrenched marketing philosophies and reluctance to disseminate information. Solutions have been less obvious."

He says that there has been a developing realisation that collective action is not only possible but capable of being effective. "Above all, there is a new willingness to bridge the gap between coil coater and the industrial end-user by examining potential problem areas and possible reasons for product resistance," he adds.

Changes at the ECCA's headquarters in the Rue Montoyer have seen Ms Maria Dam appointed to its secretariat. She has set about improving feedback both from the marketplace and from members to the Brussels secretariat and expects this to make a great deal of difference to the ECCA's management of information about the industry.

Much of this is now in a large loose-leaf binder issued to members and divided into 15 sections. It covers subjects as market trends, new required reading, technical developments and statistics. It is up-

dated monthly. At the same time an ambitious handbook on what the industry does and can do is being prepared. The ECCA is going into more trade fairs, and an audio-visual presentation is on the way.

Another sign that the industry is getting its marketing act together is that members are putting up money for joint promotion, with national member groups exploring the possibilities of direct mail marketing and collective national and international advertising campaigns.



Mr Henry Otto, president-designate, concerned about complacency

Mr Ed Crockett, marketing consultant, encouraging collective action

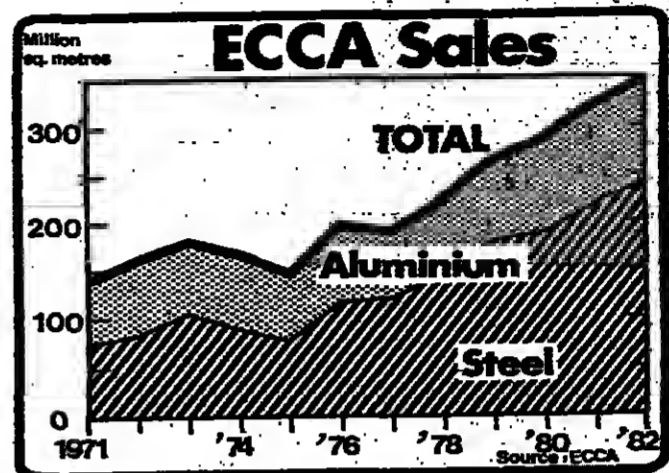
Ms Maria Dam, secretariat head, improving feedback from the marketplace

The example of the National Coil Coating Association in the U.S. is clearly in everyone's mind. There, the NCCA's main role in the 1970s was to lobby hard in Washington to fight the prospects of the industry being hampered unreasonably by anti-pollution legislation.

But the arrival of the Reagan administration and recession changed priorities overnight and the NCCA switched most of its efforts into finding new markets for the industry as a whole. This led to large gains in the white goods sector and in the manufacture of other domestic appliances, with most new appliance production lines in 1983 designed for pre-finished raw material.

A new market was opened in houses and farm buildings, so that as recovery has started to revive the traditional construction market, the "total" market for coated coil looks like becoming bigger, than ever.

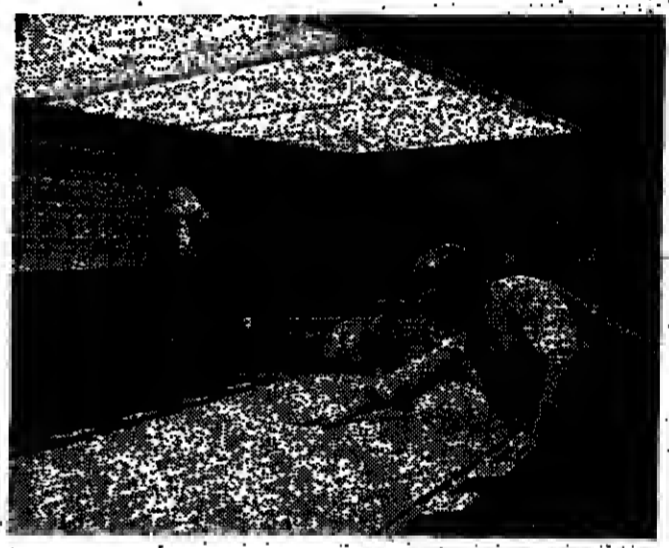
The ECCA hopes that Europe, properly persuaded for the first time, will now follow suit.



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The international scene

Western eyes turn to Japan



The German steelmaker, Hoesch, has adapted its Fladur heat transfer printing system (above) so that continuous patterns can be produced on coil coatings lines.

The steelmakers of Britain, Germany, France and Italy each hold monopolies in their own countries and though Belgium is relatively minor, especially in a growing total market.

Nevertheless, Belgium's Phenix has gone ahead with its third coil coating line, a modern one capable of coating 200,000 tonnes a year on its own, which is almost as much as British Steel will produce on five lines in 1984.

With Phenix's growth rate running at about 25 per cent a year—compared with a European average of 8-10 per cent—other coaters may be put on their mettle. The new line is expected to concentrate on building industry products.

Phenix already claims a 10 per cent share of the total European market. Meanwhile, Sweden is second only to the U.S. in per-capita consumption of precoated sheet, with annual output recently estimated at 15 per cent of the European total. Since its own home market for building claddings is now saturated, however, the search for new markets is particularly vigorous.

Decoration

In Germany there is a strong movement towards decoration in coatings, with Hoesch's Sieger-landwerke and the printer-maker Wellburger developing techniques for continuous printing of decorative motifs onto precoated sheet.

This started life as Hoesch's Fladur system for heat transfer printing on to individual sheets, a costly batch process. The new process puts the decoration onto the coil, the system comprising a printer, topcoat and the transfer printing of the design from pre-printed paper. What is ingenious about it is that the topcoat is completely clear, so that the pigments forming the pattern are diffused at high temperatures through the paint to end up under the topcoat.

This makes it impossible for the designs to be removed or damaged when the coil is unrolled for shearing, stamping, drawing, seaming or roll-forming. The cured coating has high thermal resistance (up to 150 degrees C) so the process is

Meanwhile, Western eyes have recently been on Japan to see if its steel and paint industries have spotted something the Europeans and Americans have missed.

An ECCA delegation drawn from all over Europe, visited Japan last month to find that the major problems in the market there were developing coatings that would withstand tremendous climatic abuse. The problems arise from Japan's yearly mixture of maritime weather, typhoons, wide extremes of temperature and earthquakes.

Dr Bob McGuiness of ICI said afterwards: "We saw nothing to suggest that they would be coming into the European market next week. But we all came away with a healthy respect for their way of working."

Apparently, the industry in Europe, proud though it is of being highly capital intensive, has much to learn from Japan, where every line seen was run by far fewer people than would be required in Europe.

With all the developed countries pushing hard to make increasingly more appliances and consumer durables out of pre-finished steel, the implications are that productivity on the coil coating line must surely have some eventual influence on the price of the finished goods in the High Street.

So despite the fact that most high volume coil coaters will probably continue to enjoy monopolies in their national home markets for building products, mastering the technology efficiently is bound to affect international competitiveness in other key areas.

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